

J S Briggs 31 Aug 91  
c Lawyers Co-op Co.

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVI. NEW YORK, JULY 15, 1896.

No. 3.



## A Drop in Kids Seems to be a "Howling Success"

by the above illustration. A drop in merchandise or a bargain sale is intelligently and successfully advertised by a card in

## The Street Cars

Drop us a line for list and rates of  
Good Cars.

GEO. KISSAM & CO., 253 Broadway, N. Y.



Leads 'em All.

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XVI.

NEW YORK, JULY 15, 1896.

No. 3.

## INTRODUCING GOODS INTO ARGENTINA.

By *J. Calder.*

The following notes are the result of several years' experience and observation in the Argentine Republic, during which time I was brought into daily business contact with wholesale and retail merchants, and being engaged in the advertising business, my principal study was the import trade and how it could be developed.

The native or Argentine proper devotes himself almost entirely to pastoral pursuits, politics or a profession, often, indeed, making politics a profession and sometimes a by-no-means unremunerative one, leaving the commerce in the hands of those who from their training and international business standing are more able to carry it on successfully, viz., the resident foreigners and their descendants.

There are several ways in which manufacturers introduce their goods into Argentina, and although all methods sooner or later accomplish that object, some are more effective, more rapid, more economical than others. One way adopted by one or two prominent London firms is to pay between them a competent traveler a good salary and a small commission on the goods sold, who takes the orders from the importing houses, who receive the goods in-

voiced direct. This traveler is supposed to devote his entire time and energies to the trade of the three or four firms he represents, whose interests are, of course, not competitive. Messrs. Greenlees Bros. (whisky), Porter (bottled stout) and Crosse & Blackwell (bottled fruits, jams, spices, etc.), work on this plan and do no advertising, being apparently content with the personal efforts of their joint representative. Another way, adopted principally by drug and perfumery manufacturers such as Atkinson (perfumes), Dinneford (fluid magnesia), Lanman & Kemp (Florida water), Keating (insect powder), Sanitas (disinfectant), Elliman (horse remedies), Bristol's Sarsaparilla, etc., is by general newspaper advertising placed through London and Paris agents or by direct correspondence with the papers, thus attempting to influence directly the consumers. Still a different method greatly in vogue by

manufacturers of articles of general use and consumption, such as food products, liquors, hardware, dry goods, is the appointment of a sole importer, who is generally a responsible local firm. This firm, buying from the manufacturer direct in large quantities and allowed by him to have the exclusive right to control the importation and manage the advertising of such goods, is supposed to foment the consumption and use of the



J. CALDER, of Buenos Aires.

article, and supply the wholesale trade. This method, from its general adoption and steady continuance when adopted, is perhaps the best.

Among firms adopting such a course may be mentioned Coleman (mustard), Fry (chocolate), Moet & Chandon (champagne), Edmonds (bottled stout), E. Morgan & Sons (Sapolio), Cooper, Little, MacDougal; Laidlaw (sheep dips), Densham (Mazawattee tea), Lipton (teas, jams, etc.), Jewsbury & Brown (soda water and Oriental tooth paste), Clark, Coates & Kerr (cotton thread), Mellin (invalid food), Densmore Co. (typewriters), Rumford Chemical Co. (Horsford's baking powder, acid phosphates, etc.), Udofo Wolfe's Son & Co. (Schiedam Schnapps). In the case of bulky, heavy and valuable goods employed by a limited class of buyers, such as industrial and agricultural machinery, safes, wind-mills, etc., the agents deal direct with the purchaser and appoint sub-agents in the outlying towns. The fourth method practiced is entirely or nearly peculiar to the North American export market, and seems, of them all, the least effective and most expensive to the manufacturer — viz., the importation of goods through New York commission houses, who, over and above liberal discounts, are sometimes able to procure an advertising allowance. The commission agent, perhaps, succeeds in placing the goods in the retail stores and diligently advertises them. Where? Why in his own trade journal, to be sure. Therefore, the people knowing nothing about those goods nor the benefits to be derived from their use, never ask for them, while the wholesaler and retailers, having no demand, regard them as bad selling stock, and are too glad to get rid of the first consignment at a reduced price, ever to load up again with another lot.

To absorb the whole advertising appropriation in a trade journal is commencing at the wrong end. It is attempting to cover a population of 40,000,000 by interesting one or two merchants in each town, for a trade journal issues only from 2,000 to 5,000 throughout the whole continent of South America.

Doubtless the saving of correspondence and the avoidance of trouble attending shipping, together with the spot cash, are strong arguments in favor of the North American system, but I know it is not regarded favorably by

either the wholesale or retail traders of the South American countries, and the goods generally reach the consumer at a higher price than they could be bought and sold at through the London market.

Advertising in the Argentine is yet in swaddling clothes. It is not properly understood either by the merchants or the public. Of the few engaged in the advertising business none are adepts. They are usually much more concerned as to how much profit they can reap than how much increase they can make in the sales of their client's goods. The ad-smith is unknown. At present the ads are generally written by the solicitors, of whom there are many of all nationalities. The mediums employed, most generally, are newspapers, railway stations and street cars. The newspapers may be divided into two classes, those published in the city of Buenos Aires and those published in the provincial towns. The principal paper of the country is *La Prensa*, printed in Buenos Aires, which publishes the fact that it prints 50,000 copies per day. It is generally a three-sheet or twelve-page paper, printing supplements on Sundays and a commercial supplement on the 4th and 21st of each month, the latter giving a summary of all commercial, industrial and agricultural statistics for the previous fourteen days. Its leading articles are on political matters and considered to be well written. Its advertising columns are almost entirely devoted to small want ads, and display advertising is accepted to be published "when space allows."

It must be understood that any circulation figures given in this article are those claimed by the newspapers themselves, but as there is no check such as the admirable one used by the publishers of the American Newspaper Directory the figures must be taken with the knowledge that no proof is allowed or afforded. The rates of display advertising are very high, being about 70 cents per inch single column per issue, with no reduction for time or space.

Advertising agents are, as a rule, allowed 10 per cent, although I believe one Spaniard is fortunate enough to get 15 per cent. Once, being anxious to get in a 4-inch double column display ad in this paper, I offered 50 per cent more than the regular rates. It duly appeared and on trying to repeat the experiment a week after I found they wanted to charge no less

than 250 per cent higher. They have a special gold rate for foreign drugs or applications from foreign manufacturers or advertising agencies which, however, in its attempted application generally kills the enterprise of the foreigner, so that few such ads appear in its columns.

The next in importance, and an active rival to *La Prensa*, is *La Nacion*. It is the gift of the nation, who established it by public subscription and presented it to General B. Mitre in token of his faithful service as general and president. It is managed and edited by his son. Its rates are 25 per cent lower than the *Prensa*, and it very seldom happens that the display ads have to be kept over. Less space is devoted to want ads. Circulation, 40,000 per day. *El Diario* stands third in importance among the Argentine newspapers. It is a very enterprising, go ahead journal, and has recently moved into new and well-appointed premises in the principal commercial street of the city. It is a single sheet or four-page afternoon paper, and appears in three editions. Its advertising rates are about a sixth part the price of *La Prensa*, with a reduction for monthly, quarterly, semi-annual and annual contracts.

The Spanish immigrant population is catered to by one paper, viz., the *Correo Espanol*. Its rates, in proportion to its supposed circulation, are low, but, as is the case also with nearly all the principal native papers in the country, with the exception of *La Prensa* and *La Nacion*, it will not accept advertisements of drugs or perfumes, having granted a monopoly for these specialties to a Paris firm of advertising agents. The Italians have three papers—*La Patria degli Italiani*, which has a large circulation, and is reckoned a good medium, it being often difficult to get space in it. There are also the lesser lights in this language, viz., *L'Operai Italiani* and *D'Italia*. The French have three papers, viz., *Le Courier de La Plata*, *Le Petit Journal* and *Le Journal*. The first is reckoned to be the best. It is the oldest of the three. The Germans enjoy their morning paper, *Deutsche La Plata Zeitung*, and have also an evening, *Tageblatt Argentinesch*, and a weekly, *Wochenblatt Argentinesch*.

The English community have the honor of being provided with news by the oldest-established newspaper in the

Argentine—viz., the *Standard*. It is somewhere about thirty-five years old, and still managed and edited by its founders. It is well patronized by advertisers, and its rates run on a sliding scale from \$8 per inch per month, published every issue (reckoning in U. S. gold), to 80 cents for one issue. They allow two changes per month without extra charge on these rates, and any extra grant, such as the publishing of an ad upside down, is charged not so much by the trouble it gives as by their calculation as to the value it will be to the advertiser. They are liberal in the puffs they give to their advertisers. Besides *The Standard* there are the Buenos Aires *Herald* and *The Times of Argentina*. The latter paper is only four years old. *The Herald* has been running for the last twenty years, and having lately become the property of a hustling Chicago man, is making rapid strides in popularity and usefulness.

The country papers number some fifty, and with the exception of about a dozen are perfect curiosities in their style of get up. Mistakes in the day of the week, month or year are of frequent occurrence, and a paper sometimes gets into your hands printed on the outside two pages and leaving the inside blank. Most of the printers still wet their paper previous to printing. These papers appear like mushrooms all over the country and many die as quickly and breathe again next day under a new name. They are represented in Buenos Aires by special agents, who quote a low price for insertions in lots of 20, 30 and 50 papers, and from several contracts which I have placed at the direct desire of the advertiser I have been surprised that results have been traced. At the same time I could not conscientiously recommend their use unless the goods advertised were thoroughly well placed all over the different districts through which they circulate. They will, no doubt, improve with time.

The railway stations are the next medium which deserves some attention. They number altogether about 780. The principal line, F. C. del Sud, accounts for 120 stations, and has a special department through which they manage all advertising. The display of art illustrations as exhibited at their principal station, Plaza Constitucion, in Buenos Aires, will compare favorably with any collection of painted ad-

vertisements I have seen either in Europe or America. This company can be written to direct with perfect confidence. The other stations and different lines are in the hands of contractors, whose rates are not so unalterable. Considering the vast tract of land these lines cover and the thousands of miles of almost uninhabited country through which they run, great discrimination is necessary in the use of these stations, and, as far as my judgment goes, they should not be used until the goods are placed and have a sale through the entire line it is proposed to advertise on. Each line and different combination of stations has different prices, but as a sample I may say that 1,000 square feet on any one line would cost about \$450 (U. S. gold) per year.

The street cars, of which there are about four or five hundred running at one time, carry advertising boards about two-thirds the length of the car, and twelve to fourteen inches broad, outside along the roof, two to each car. In the inside the panels above the windows are occupied by cardboard or tin signs 5x20 inches.

Circulars are mailed by different retail houses and the merchants tell me the results in proportion to the cost are better than newspaper advertising. One Buenos Aires import firm has recently made a contract for the delivery of samples, circulars and advertising novelties advocating a proprietary brand of food products. The work to be done is to cover the different railway lines, placing the samples in every house, and the contractor also agrees to place the goods with the merchants. This is an excellent opportunity for other manufacturers handling non-competitive goods to make a beginning in the Argentine, and may be regarded as an experiment in the advertising of this Republic.

#### HOW TO TRANSFER NEWSPAPER PICTURES.

The liquid to be used is made by dissolving 1½ drachms common yellow soap in 1 pint of hot water, adding, when nearly cold, 3½ fluid ounces spirits turpentine, and shaking thoroughly together. This fluid is applied liberally to the surface of the printed matter with a soft brush or sponge (being careful not to smear the ink, which soon becomes softened) and allowed to soak for a few minutes; then well damp the plain paper on which the transfer is to be made, place it upon the engraving and subject the whole to moderate pressure for about one minute. On separating them a reversed transfer will be found on the paper.—*National Educator*.

#### NOTES.

THE New York *Evening Post* has added one column to each page.

A NEW YORK laundry announces: "We wash domestic underclothes without shrinking."

THE second annual convention of the Interstate Bill Posters' Protective Association meets July 21, 22 and 23, 1896, at the Leland House, Chicago.

A HAT store at 850 Broadway puts a framed picture of a derby hat over the Derby race in an outside perpendicular show-case, with this reading thereon: "The Derby. They're off! On with a cool straw hat. Don't sizzle, keep cool."

On the cable cars in New York appears the following card of the New York *Journal*: "The *Journal* card which occupied this space was stolen on account of its attractiveness. Everything which the *Journal* does is attractive."

VERY few who pass the imposing thirteen-story stone structure in which the New York *Times* is housed know that at the time of the revolution its site was occupied by the graveyard of the Old Brick Church, which stood just in the rear, on the site of the present Potter Building. The land of the entire block was leased to the church in 1767 for \$100 per year on a perpetual lease; but feeling that the price was too high, the church succeeded in getting it reduced to \$37.50 per year.—*Newspaperdom*.

#### TO EAT AND DRINK.

A man out West started a coffee house, over the door of which appeared the sign:

#### COFFEE LIKE YOUR MOTHER MADE.

The man's coffee stand became a restaurant and later a hotel. The sign was the cause of his success.

I knew another caterer in a Western town, a man named Arnold. He advertised in the local columns of the newspapers with rhymes and jingles. Here is a sample:

#### THE PLACE TO EAT.

Sing a song of restaurants,  
Shanties on each block,  
But to the famous Arnold's  
Is where the hungry flock.

"Coffee like your mother made,"  
Soups and meats and pastry,  
All so very sweet and neat,  
And everything that's tasty.

At the famous Arnold's,  
Gather ye who hanker  
After dainty bits to eat,  
That's the place to anchor.

#### THE PROSPEROUS MERCHANT.

The prosperous merchant is one who studies the situation carefully and buys only salable goods. He lets the public know, by judicious advertising, that he desires patronage. He trusts only what he can afford to lose, if accounts are not paid, and does not jeopardize his credit by being too free with goods that the wholesaler has intrusted to his care. He keeps his stock clean, neat and well displayed. He allows no odds and ends to accumulate, to burden his room with their useless presence. He pays his bills promptly, which insures a good financial rating. He is affable and agreeable. He watches carefully all details and attends strictly to business and lives within his income.—*Ohio Merchant*.



*Do You  
Handle  
Your  
Own  
Adz ?*

*It is said, "The man who  
is his own lawyer has a  
fool for a client."*

*So long as your adver-  
tisement is inserted in*

# *The Sun*

*no matter what the  
agency, there's nothing  
foolish about it.*

*For terms and  
other particulars*

*Address **The Sun**, New York*

## NOTES ON BICYCLE ADVERTISING.

*By Free Lance.*

The one fact most apparent about bicycle advertising is that it is carelessly done so far as selection of media and the preparation of ads that really convey information are concerned. Such a great demand has arisen for wheels that the manufacturers find more money flowing in every day, and in spending some of it in advertising they are not as careful as if returns from the expenditure were a matter of moment. The best advertising in this line at present is perhaps that of the Columbia, the advertisements of which are interesting and educational, each making a point that is worth making.

\* \* \* \* \*

Bicycle and patent medicine advertising differ in one important particular. Bicycles are only advertised in leading magazines and newspapers by the manufacturers, the local advertising being done by the dealers themselves. Where a bicycle advertisement of the manufacturer appears in a publication strictly local, it may be taken for granted that it is upon an exchange basis. Imagine each druggist separately advertising Hood's Sarsaparilla !

\* \* \* \* \*

Talking about exchange advertising, more is done by the bicycle manufacturers than by any other class of advertisers. Their offers of bicycles are acceptable to newspaper men to whom a case of patent medicine would possess no attraction at all. The usual exchange plan is for the bicycle manufacturer to sell a bicycle for half cash and half advertising. The "half cash" probably pays fully for the bicycle, and the "half advertising" is consequently free—which in many cases is about all it is worth. All parties are pleased by such an arrangement; the bicycle manufacturer gets a fair price for his wheel, the country publisher gets a wheel at half price (for so he usually considers it, the space cutting little valuation in his eyes).

\* \* \* \* \*

In large cities the bicycle manufacturer establishes branches, and so saves for himself the enormous commissions which bicycle dealers earn. In small towns he depends upon the local dealer to supplement the manufacturer's advertising by advertising of his own and by personal solicitation. The plan

works well, and it is doubtful whether bicycles will ever be advertised as thoroughly in a local way by manufacturers as are patent medicines.

\* \* \* \* \*

The Remington people are said to have originated the "poster style" in advertising bicycles in the magazines. It is a style that is "the fad" at present. Perhaps its greatest development is due to the Victor people, who have employed Bradley to produce for them those weird creations that suggest the "dreams of delirium," but which nevertheless have an eerie and fascinating beauty of their own.

## A PRECEDENT.

Not long ago a New York newspaper published, on Sunday, a column advertisement of a well-known proprietary article, and also a "special story" attacking the vegetable from which the article gets its medicinal virtues. The next day the advertiser called upon the proprietor of the paper and made an energetic protest. "If you don't want my business," he said to the proprietor, "you are at liberty to refuse it, but when once you do take it, you are bound to give me good service, and you have no right to publish any matter that discredits my goods, and tends to nullify any benefit I might get from the advertisement I pay you for." The newspaper magnate concurred in this view. He is a rich man. He is able and, from all accounts, willing to sink a fortune in his newspaper. He might have reminded his caller that an advertiser who buys a column of space does not own any other part of the paper. But this his sense of justice forbade, and, after a courteous expression of regret, he placed two columns at the disposal of the advertiser for the next Sunday, without money and without price. Here is a distinct admission by a wealthy and independent publisher that an advertiser's rights are not bounded by column rules. An important precedent has been established, at least in the office of that particular paper. The principle applying to one class of advertisements may logically be extended. A maker of a face powder would have, under this decision, good ground for objecting to an article condemning all cosmetics. In practice, small advertisers would probably gain little by their remonstrances, but large ones are sure at least of a respectful hearing. Writers on journalism talk eloquently of an absolute divorce between the editorial and business department, but the two have too many interests in common to be separated utterly. Daily observation shows that papers full of dull, profitless and ill-written matter, and hideous apologies for cuts, nevertheless make money hand over fist. Good business management does it.—*National Advertiser.*

## IN TEXAS.

Publication of the Fort Worth *Daily Gazette* has been discontinued. Arrangements have been made with the publishers of the Dallas *Morning News* whereby all the unfulfilled subscription contracts of the *Daily Gazette* will be completed by that paper. Mr. E. G. Eenter has purchased the *Week y Gazette* and will continue its publication.—*Galveston News.*

H. L. PITTOCK,  
MANAGER AND TREASURER

H. W. SCOTT,  
EDITOR.



THE OREGONIAN'S BUILDING.  
FINEST NEWSPAPER BUILDING  
WEST OF CHICAGO.

# THE OREGONIAN

is the ONE paper of GENERAL CIRCULATION  
in the Pacific Northwest



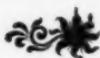
## POPULATION.

PORLAND (official)	81,342
PORLAND'S SUBURBS	17,800
STATE, outside of Portland. (approx.)	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA	90,000
BRITISH COLUMBIA	100,000
TOTAL	1,039,142

E. G. JONES  
IN CHARGE OF ADVERTISING

THE S. C. BECKWITH  
SPECIAL AGENCY  
EASTERN AGENTS  
THE TRIBUNE BLDG., NEW YORK  
THE ROOKERY, CHICAGO

# Protection Is the Battle Cry



And when you spend money for advertising  
you should be protected by extensive cir-  
culation.

# The Chicago Dispatch

Has a larger circulation than all other  
Chicago Afternoon Papers combined, save  
one. It prints and circulates : : : :

## Over 65,000 Copies Daily

It reaches the masses and is read by all  
classes.

Not Part of the Time, but all the Time !

---

HOME OFFICE,

115-117 5th Ave.

EASTERN OFFICE,

517 Temple Court,

NEW YORK.

CHICAGO.

IN THE...

# “FIRST CLASS”

[From *Printers' Ink.*]

The only Sunday papers in what is termed the “first class,” composed of those only which furnished a statement for a full year showing over 75,000 copies each issue, are the following:

San Francisco Examiner, . . . . .	75,930
Boston Globe, . . . . .	219,386
<b>St. Louis Post-Dispatch, . . . . .</b>	<b>80,355</b>
Elmira (N. Y.) Telegram, . . . . .	102,242
Philadelphia Item, . . . . .	221,019
Philadelphia Record, . . . . .	122,972

STANDS THE

# Sunday Post-Dispatch

If the Sunday Post-Dispatch were published in either Philadelphia or Boston, its circulation would be over 300,000 per day, due to the denser population in the 200 mile radius.



# The Peoria Evening Times

**Pays Peoria Advertisers  
for two reasons:**

## ***Reason One—***

It is a successful newspaper, and every successful newspaper is a successful medium.

## ***Reason Two—***

It asks no more for its space than its space is known to be worth, but its rates are fixed and invariable.

**If Peoria Advertisers find it  
pays, you will, too.**

Eastern Office: 150 Nassau St., New York.

# No Trouble

To furnish information about the leading newspapers in Southwestern Ohio (outside Cincinnati), the : : : : : : : : :

**MORNING ..... TIMES** **DAYTON** **EVENING ..... NEWS**

**14,000 Daily**



We will take pleasure in providing complete information as to circulation, influence and general standing of these papers to any advertiser intending to cover this territory.

They are issued every day excepting Sunday, and have been continuously published for many years.

An announcement in their columns is a profitable investment.

Rates for advertising are moderate.

We invite correspondence on any point relative to these papers.

**38 Park Row, NEW YORK.** **H. D. LA COSTE,** Eastern Manager.

## The Man

\* \* \* \* That pushes is the man that gets a pull. \* \* \*

The best way to push is through the columns of the

## CLEVELAND PRESS

If your advertisement is in the Press it goes into over 90,000 thrifty Western homes every day.

You PUSH and  
the PRESS will  
PULL



For information, rates, etc., address

E. T. PERRY,  
Direct Representative,

The Scripps-McRae League,

53 Tribune Building,  
NEW YORK CITY.



## Like Patience on a Monument

Some merchants wait for the Business that Never Comes. St. Louis dealers do better. They advertise in the ST. LOUIS STAR and build up princely fortunes.

To reach the Republicans of the heart of the Mississippi Valley

## USE THE ST. LOUIS STAR

Daily Circulation, - - - - 50,000

Sunday Circulation, - - - - 60,000

FOR RATES

— See EIKER, You Know Him —

11 Tribune Building, New York.

# Another One !!

THE PUBLISHERS  
OF . . . . .

# Boyce's Big— Weeklies...

Have had good luck with the book we have issued. Our last one, "Census Figures for Advertisers," was a howling success. Our new book is called "Rules for Advertisers." It's the best we have published.

*We'll send it FREE to you.*

Address Ad Dept.,

**W. D. BOYCE CO.,**

**115 Fifth Avenue,**

**Chicago.**

## FOUNTAIN PENS.

HOW THEY ARE ADVERTISED BY A LEADER IN THE LINE—AN INTERVIEW WITH L. E. WATERMAN.

I found Mr. Waterman in the midst of a controversy with a dealer who had been selling Ideal pens at less than list prices to consumers. Mr. Waterman's contracts with his agents especially stipulate that pens shall not be sold to users at a discount, and the minute he finds one who is doing so, he annuls his contract, and refuses to sell him any more pens except at list prices.

A few questions brought out the fact that Mr. Waterman was a native of Cooperstown, N. Y., and before inventing his fountain pen was a canvasser, insurance agent, and shorthand writer and teacher. He realized the need of a writing instrument that would combine a gold pen, with steel pen action, and a contrivance that would do

the Ideal, Mr. E. T. Howard, the advertising agent, approached me with a proposition to use the advertising pages of the *Century Magazine*. A quarter-page was decided upon as the proper space to begin with, and my first advertisement appeared in the issue for November. During the month of November I received in cash sales over the counter alone more money than the advertisement cost me, and besides received very many mail orders accompanied by cash.

"While awaiting the result of the space used in the November number I had neglected to prepare the advertisement for the December issue. However, the result of the first advertisement being so satisfactory, a contract was made for a quarter-page in the January *Century*, and I have used the *Century Magazine* always with good results ever since. Our advertisement in the *Century Magazine* for November,

# Right Writing

## Without a dip—arm's labor saved—the Waterman Ideal Fountain Pen.

Sold everywhere. L. E. Waterman Co., 157 Broadway, New York.

away with the cumbersome ink well and he set himself a task of producing an instrument that would embody these points. The pen was invented in 1883, and at first was sold by Mr. Waterman in person, by personal canvass from office to office. The business slowly increased until another hand was required, and has since grown step by step. In his salesroom alone he employs a force of fifteen workmen and ladies who simply adjust the pens to the holders. The factory, employing a large force of hands, is in another part of the city.

Mr. Waterman credits his success to advertising and to the fact that he made a reliable fountain pen. A few questions put him in a reminiscent mood, and he told me the following story, with the aid of very little questioning on my part:

"In September, 1883, when I was just beginning to make a success with

1884, brought us in cash sales enough money to pay for the cost of the pens, the advertisement, and leave us quite a little profit besides.

"Shortly after my first use of the *Century* we began to use the leading magazines, and that is the line we follow now. While we are not able to trace direct results, as our pens, besides being sold by us to customers direct, are sold by dealers and stationers all over the country, and, to some extent, all over the world, we believe that the *Century* still pays us.

"We have not gotten satisfactory results from the newspapers and the general and technical weekly and other periodicals, and we therefore do not advertise in them to any extent. When we make sales that amount to the cost of an advertisement, that we can trace to that advertisement, we consider it a paying investment.

"Our experience has been that ad-

vertising a fountain pen in the daily newspapers, and the periodicals that range between them and the magazines, does not produce paying results. In the magazines, as a rule, we reach men of affairs who are willing and able to risk a few dollars in the experiment of trying a fountain pen. Among the readers of the dailies and weeklies we find a prejudice against fountain pens of all sorts, created by and traceable to the cheap and unreliable fountain pens with which the market has been flooded. An advertisement will not easily overcome this prejudice, because it has become rooted in people's minds, and it requires personal experience to remove it.

**Dip**  
**Dip**  
**Dip**

Dip no more—when you begin let your pen slide 'till you're done—you can't do it without a Waterman Ideal Fountain Pen.

I. E. Waterman Co.,  
157 Broadway, New-York.

"You have heard of the story of the two men who were approached in regard to advertising their business during dull times. One replied that times were hard and he couldn't afford it, and the other, that times were hard and he must increase his advertising space, and accompanied his reply with a request for rates. I believe in the method of the last chap. When the panic of 1893 struck us, even before it came, when I could see the clouds gathering, I made preparations to increase our publicity account, and set aside \$10,000 for use in that year. I used it, and the consequence was that I weathered the cyclone in good form.

"We write and design all of our

advertisements here. In writing an advertisement I believe in making a point and stopping there. As we have only one thing to advertise, we believe in the one-thing idea. I like moderate display, plain type, subordinating the border to the type, and the use of capitals only when initial. I do not like the idea of spelling out in capitals a prominent word, or of setting the whole advertisement in capitals. If a word is to be emphasized I believe either italics or a bolder-faced type should be used.

"Our advertisements are set by the DeVinne Press, printers of the *Century Magazine*. We try to get at advertising in a fair, honest, matter-of-fact way, with a plain statement of the merits of the Ideal pen, with the idea of impressing the public mind with those merits.

"I do not believe in spasmodic advertising. One has to keep hammering away at a nail until he has it driven, but the difficulty of the business nail is that one never gets it driven. We use a different advertisement in each magazine each month, so that if a man reads several magazines he sees a different advertisement in each one, and if he reads the same magazine for several months, he strikes a different ad in each issue. I believe in advertising, but much of advertising is a puzzle, and the thing advertised is the key to be used in discovering the best method. Even then it requires a smart advertising man to use it right. The gift of advertising is like the gift of music. The successful advertiser, or advertisement writer, must, like the good musician, be born, not made.

"I read PRINTERS' INK regularly. When I don't have time I make the time. I think I have gotten some ideas from its pages."

Two of Mr. Waterman's advertisements are reproduced herewith. They well illustrate his general methods. Besides being used as magazine advertisements they have been enlarged on cardboard and used as display cards wherever the Ideal pens are sold, and that means a good many places.

Mr. Waterman is a successful business man, and he justly gives advertising the credit for his success.

JULIAN FRANCIS RICHARDS.

A LITTLE ad well made,  
A little stock well laid,  
A little chin well played,  
Will beget a big trade.

## SOME RADICAL PUBLICATIONS.

By L. J. Vance.

No more interesting class of publications will be found than those which I have grouped under this heading. The word "radical" is used to designate those papers and periodicals which advocate a radical change or reform of some kind. In order to present these various schemes to reading people it is necessary to use printer's ink. No draft of a new community is worth much as long as it "remains in the vest pocket." So the first thing that the "promotors" of a new scheme do—that is, if they have the money—is to publish some kind of a paper. This accounts for the number of radical publications in the United States. These publications cover a wide range of subjects. Almost every matter on earth, in the heavens above the earth, and in the depths below, is discussed. Advertisers will be interested in some of the more business-like publications.

Perhaps the ablest exponent of advanced thought in this country to-day is *The Monist*, a quarterly magazine published at Chicago. The first number was issued in October, 1890, and each number contains from 150 to 160 pages. This magazine advocates the doctrine of monism. The articles in *The Monist* take a wide range, and all the important topics in modern philosophy, science and sociology receive calm treatment. The contributors include many of the ablest writers and thinkers in their respective lines in Europe and America. The magazine carries eight or ten pages of advertising, consisting mostly of books and announcements of other publications. The circulation I understand is about 1,500 copies.

The same company publishes a weekly journal called *The Open Court*. It is a free field for the discussion of religious, scientific and social problems. Each issue consists of eight quarto pages, and contains popular expositions of scientific subjects, discussions of current events and translations of foreign writings. Many well-known writers are contributors. The advertising in the paper is very small, and the circulation is about 1,500 per week.

*The Arena*, a monthly magazine published at Boston, comes next. It is radical in about everything—religion, politics and sociology. The editor, Mr. B. O. Flower, is himself deeply interested in social reforms, and gives spe-

cial prominence to articles on these subjects. The contents of the various numbers are uneven in quality. Some of them are good, and others weak and erratic. Each number usually contains a portrait, sometimes several illustrations of scenes in the slums. The magazine usually carries some twenty or thirty pages of advertising, including books, bicycles, railroads, hotels, patent medicines, and so forth. The circulation is about 20,000 copies.

There are several monthly publications devoted to the exposition of free thought. The *Free Thought Magazine* is the title of a monthly issued at Chicago, about the size of *Munsey's*. It was established as a small affair about eight years ago at Salamanca, N. Y., by the present publisher. It moved to Chicago, where it has expanded into a magazine of about 70 pages. Religious and social questions are treated with great freedom. The magazine has about six or eight pages of advertising, mostly liberal books and papers. The circulation is good, being about 2,500 monthly.

The *Independent Pulpit* is a monthly issued at Waco, Tex. It is a quarto, about the size of *The Outlook*, but much different in reading matter. From this pulpit are preached monthly sermons on all sorts of subjects. The text is free thought. Each number has 22 pages, and contains advertising on the outside covers. The circulation is about 3,000 copies monthly.

The *Little Freethinker*, issued semi-monthly at Hastings, Mich., is another paper that is unique. The publisher announces on the title page that it is the "only freethought journal for the young people published in the world." It is about the size of PRINTERS' INK. The pages are not numbered, but on accurate count I find that there are fourteen in all, including the covers. The circulation has never been estimated at over 1,000 copies.

Among free thought papers that are published weekly, the *Investigator*, is sued at Boston, is to be mentioned first. It is the oldest free thought paper in this country. It was established in Boston in 1831. There is little advertising outside of the usual books and papers. A circulation of 7,500 is claimed.

The *Truth Seeker*, published weekly at New York City, is in its twenty-third year. Like the other paper above mentioned it has seen stormy days. The

first editor and publisher ran against the postal authorities, and he suffered for his hardihood. Since then the publishers have been seeking truth unmolested by the minions of the law. At present the paper is not allowed to circulate in the mails in Canada. Each issue contains a picture on the first page, and a cartoon on the last one. There is considerable advertising of liberal books and papers, and one person advertises as a "liberal jeweler." The circulation is about 7,500 copies weekly.

*The Twentieth Century* is a radical paper, published weekly at New York. It was established some years ago by the Rev. H. O. Pentecost, who, after seceding from the church, preached free thought and socialism. There is some advertising of books and papers and a few other miscellaneous ads. The circulation is said to be 2,500 copies weekly.

The leading liberal paper of Canada is *Secular Thought*, published at Toronto. It devotes more or less space to articles on social reforms. Its advertising patronage is limited, and the circulation is about 1,500 copies.

*The Flaming Sword* is the striking title of a radical paper published monthly at Chicago. It is the organ of the Koreshan Unity. The circulation is perhaps 800. Not less radical are some of the publications devoted to spiritual philosophy and phenomena. The *Philosophical Journal*, a weekly issued at Chicago, takes up spiritualism, rational religion and psychical research. It was established in 1865, and has had a fair success. It carries some advertising, and has a circulation of about 2,200 copies weekly.

Perhaps the oldest and most prominent paper devoted to spiritual philosophy and phenomena is the *Banner of Light*, issued weekly at Boston. It was established in 1857. Each issue consists of eight pages, and contains very little advertising outside of spiritualistic books and papers. The publisher claims a circulation of 10,000 copies.

*The Light of Truth*, published at Cincinnati, is another radical paper in religion and philosophy. It is an eight-page weekly, and the circulation is given at 7,000 copies.

*The Path*, published at New York City, has long been the organ of the Theosophists. It was established some years ago by the late William Q. Judge,

who is now a Mahatma. The contents will often puzzle those who have not been initiated into the mysteries of Buddhism and other Oriental "isms." The circulation may be given at 1,000.

There is a host of papers advocating reforms. A few may be noticed. It seems to me that *Lucifer*, the light bearer, issued until recently at Topeka, Kansas, comes pretty near being the most interesting of its class. It was established about twelve years ago by Moses Harman, who got into trouble by printing in his paper some indelicate details. He was convicted on a charge of sending obscene literature through the mails. *Lucifer's* specialty is "sexology, or sexologic science," and it vigorously champions the rights of women and a change of the sexual relations.

*The Coming Nation* is a weekly issued at Tennessee City, Tenn. It is published by the Ruskin Co-operative Association at that place. It consists of four pages about the size of the ordinary daily and weekly newspaper. *The Nation* usually has one or two long articles on current reform topics, short editorial paragraphs and notices of the social reform movement in this country and abroad. There is a socialistic colony at Ruskin, where several hundred people are putting their theories into daily practice. While this paper is the organ of the Association, it has a great number of readers all over the country. The circulation is claimed to be 30,000 copies.

*Commonwealth* is a weekly magazine, issued at New York, and advocates social and other reforms. In size it is about an inch longer and wider than *PRINTERS' INK*. It is neatly printed, and better edited than most of its kind. Each issue consists of about 26 pages of reading matter, and six pages of book and other advertising. The circulation may be about 1,200.

*The American Fabian* is the name of a socialistic monthly published at Boston. It advocates about the same reforms as other papers of its class. It is bold and outspoken in its denunciation of the "capitalistic press," and of monopolies. It has a small circulation of a thousand or more.

*The Socialist*, as its name indicates, is a representative of the socialistic party. It is published at San Francisco, and devotes some space to the labor and trade organizations of the Pacific Coast. It has some advertis-

ing, and a circulation of perhaps 1,200 copies.

*The People* is the organ of the social-labor party in New York, where it is published. It is a four-page weekly of newspaper size. The paper advocates only fifteen "social demands," and six "political demands." Among the latter, we note the right of the people to propose laws and to vote upon all measures of importance, according to the referendum principle. This is the principle of direct legislation, and there is a *Direct Legislation Record* published at Newark, N. J.

*Liberty*, published at New York City, is the exponent of what may be called "philosophical anarchy." The paper is edited and published by Benjamin R. Tucker, and has a small but select circulation.

The editor and publisher of *Freiheit* believes in practical anarchy. He is Herr John Most, and his name is probably familiar to many readers. The paper was established at New York City in 1878. It has some local advertising. The circulation is claimed to be 3,000 copies weekly.

Then there is *The Rebel*, published by the "Rebel Group," at Boston. It was started last October as a monthly journal of anarchist-communism. The editor, C. W. Mowbray, is an English communist, who came over to this country to head the propaganda. Each issue is a quarto of sixteen pages, with cover. It is radical and aggressive.

The papers named will give the reader and advertiser some idea of the scope and character of the class

#### ABOUT BICYCLE PUBLICITY.

By G. H. E. Hawkins.

There are so many channels of advertising a bicycle, and each one so dependent on the other, that it is difficult to definitely know which method is productive of the best results. The newspaper, the trade paper, poster and magazine advertising are all essential in securing the highest form of publicity; they are supplementary, and to a great degree dependent upon each other for success. Magazine announcements give a certain tone and prestige to one's advertising which can be secured in no other way, besides bringing direct results. From an advertisement in a recent issue of the various magazines *Munsey's* led in returns with 400 replies, *Cosmopolitan* brought 200, *McClure's* 130, *Harper's* 80, *Scribner's*

75, while a small four-inch space in *Ladies' Home Journal* produced 110 answers. It must be taken into consideration, however, that the cost varies greatly in the different publications, and that advertising in one magazine which brings one or two hundred replies may be cheaper *pro rata* than the same space in a magazine bringing four hundred. As a rule, however, advertisers prefer the larger audience.

Newspaper advertising should occupy a high list in the various forms of publicity open to bicycles. A great portion of newspaper advertising in the interests of the bicycle is left to the tender mercies of the local agent, he in many cases contracting and paying for the space and using it in such manner as he may desire. Poster advertising is conspicuous, seen by a great many people, and can be used very appropriately in connection with bicycle race meets where the audience have for a short time their minds particularly on cycling. In magazine advertising the writer believes one should aim for a striking effectiveness of illustration combined with convincing argument, rather than high art effects. Art for art's sake is to be encouraged, and art may be combined with good advertising; but I do not consider that artistic illustration alone makes effective advertising. An illustration to be of more than passing merit must illustrate some particular point in the text, or be of such a nature as will attract the eye and hold the attention while the story is told. The weak point of the Bradley Beardsley style of art in advertising is that it monopolizes too much space and precludes the admission of convincing reading in connection with it. Too much art in advertising is as bad as too little. It is a good rule to make one's announcements bold and attractive; strike out straight from the shoulder; don't start out to talk about the weather, branch off on crops, and finally mention the whole purpose of your advertisement. Say what you have to say, say it strongly, then stop. A superfluous word detracts from the strength of an advertisement and necessitates larger space than is necessary, while too short an advertisement is still worse. It's a hard matter to strike the "happy medium," but in the ability to determine this lies the true worth of the advertising writer. It's a wise man who knows when he has said enough.

ONE MAN'S MEAT ANOTHER  
MAN'S POISON.

By John C. Graham.

One of the big mistakes in advertising is to suppose that it can be run in the same way for every line of business, or, rather, that any line of business can be boomed by the same advertising methods. As a matter of fact, the contrary is the truth. A style of advertising that would conduce to one man's success might lead to another man's failure. It depends altogether on the goods, the localities and the character of the buyers. You can't sell agricultural implements very well in big cities neither can you find purchasers for city-needed goods in country places. You can't boom a five-cent article successfully among the same class of people that buys costly goods, nor the high-priced articles among the poorer folks. You can't hope or expect to follow successfully in the same territory, and with the same article, a man who has made a reputation with that article unless you can prove yours to be superior to his, or cheaper, and even then you will have to spend much more money than he did in order to secure a hearing and counteract the effect of his previous advertising. What might have been cheap for him to do, you would find costly. The very fact of his success might assure your failure.

Because one man has found the magazines more profitable than the newspapers, it does not follow that you would have a similar experience, and because your friend makes an excellent thing out of newspaper advertising it might be a good reason for you to let it alone. The medium that pays one man well might fail to yield any returns to another, and vice versa. Every individual effort in advertising requires a particular study. No two articles can be boomed alike with equal success, and hence we see how dangerous advertising is to the unwaried and inexperienced, how complicated and apparently contrary it appears to those who do not understand it. Even the most skillful and talented experts are learning new wrinkles and fresh experiences every day. How, then, shall the novice expect to become immediately proficient in the art? How shall the inexperienced hope to proceed by rules where there are no rules; how shall the amateur attempt to solve

mysteries and problems that baffle the professional?

The great peculiarity of advertising is its diversity, its many-sided chances of success and failure, its wonderful uncertainty to those who test it without a guide or counselor. To the uninitiated trying it, its varying results prove it to be, as it were, "one man's meat and another man's poison."

## BRIGHT SAYINGS OF ADVERTISERS.

MANY level-headed men carry their heads in one of our hats.—*The Golden Rule, St. Paul, Minn.*

The goodness of goods is more important than the poorness of prices in our establishments.—*Robert I. Cohen, Galveston, Tex.*

Your good-will is kept by keeping up the quality and keeping down the prices.—*Massachusetts Clothing Company, Boston, Mass.*

The St. Louis Star does not publish part of the news all of the time nor all of the news part of the time, but all of the news all of the time.—*St. Louis Star.*

It's not our "ads" that make our business successful. It's the high class diamonds, watches, jewelry and sterling silver that stand here behind our "ads." Here style is married to reliability and price performs the ceremony. You are invited.—*J. C. Sipe.*

## BRITAIN'S NEWSPAPERS.

The London Times says: "There are 483 newspapers published in London, and 1,357 in the rest of England; Wales is responsible for 100, Scotland for 226, Ireland for 169, and the British Coast Isles for 20, a total of 2,355. The magazines number 2,097, of which 507 are of a religious character. Over 200 of these magazines were produced for the first time during the past year. It is estimated that £4,000,000 a year is spent in advertisements, and that 1,500,000,000 copies of newspapers are sold annually in London alone."

## IN KANSAS.

"This is a good town to rise in," observed the editor as the cyclone lifted him to the top of a tall pine; "but when men start on the downward road," he added, as he lost his hold, "their descent is rapid."—*Buffalo Express.*

## ONE ON THE EDITOR.

Snoggins—I saw a rattling good thing in your paper last week.

Editor (gleefully)—Ah! And what was that?

Snoggins—A pound of steak.—*Aly Sloper.*

## A NEWSPAPER CONTRIBUTOR.

"What are you doing now for a living?"  
"I am contributing to the newspapers."  
"But you know nothing of journalism."  
"My dear fellow, I am advertising for a situation."—*Odds and Ends.*

## HIGH ART.

A sky blue cow and a purple pig,  
A sea green horse and a yellow gig,  
An indigo maid and a saffron lad  
Is art—high art—to the poster mad.

—*Family Call.*

THE SMALLEST ISSUE  
IS ALWAYS LESS THAN THE AVERAGE ISSUE.

NEW LONDON, Conn., July 5, 1896.  
Editor PRINTERS' INK, New York:

DEAR SIR—In a recent issue of PRINTERS' INK Charles Austin Bates made statements regarding circulation ratings in newspaper directories which appear to me as being quite misleading.

I agree with him when he says that only one newspaper directory makes any really honest effort to get at the exact circulation of newspapers—The American Newspaper Directory. I differ, however, when he says it is harder to get an inflated rating into the American Newspaper Directory than it is to get it into any other directory. It seems to me that it is not one whit more difficult. All directories, American Newspaper included, accept a publisher's statement that his paper's circulation is so and so. Not even the American Newspaper Directory, Mr. Bates to the contrary, demands a detailed statement from a publisher in order to secure a rating.

It merely requires a statement as to the lowest number printed on any one day in the year, signed in ink by some one connected with the paper.\*

Mr. Bates' illustration of one paper that is rated at 40,000 to 50,000 circulation in some directories and at only 6,500 in the American Newspaper Directory, is not to the point. This paper could have secured a rating of 50,000 in the American Newspaper Directory

\* What the Directory really requires is a statement giving the "smallest issue during the year." Such a circulation is always less than the average issue.

if its publisher had sent in a signed statement, claiming this circulation.

The only particular in which the American Newspaper Directory is far superior to the other directories is in the \$100 reward offered for the detection of untruthful circulation claimants.

This, of course, has a deterring effect in keeping unscrupulous publishers from making untruthful circulation claims, but that it is not entirely successful in this, is evident from the fact that during the past year the publishers of the American Newspaper Directory paid out \$100 each in ten cases that had been brought to their attention, of publishers who had imposed upon them by sending in false circulation reports.

It is quite obvious to all newspaper publishers who have given the matter attention that ten cases do not begin to represent the number of publishers who made untruthful claims in the American Newspaper Directory of that year. Nor is the American Newspaper Directory of 1896 likely to be any different in this respect.

I simply call attention to the inaccuracy of Mr. Bates' statements to show that so far no plan has been devised to secure a correct circulation rating from newspaper publishers.

To my mind it is all wrong to allow publishers to give a simple statement of fact as to the lowest number of papers printed by them on any one day in the year.

There is not sufficient detail. A publisher to secure a rating in figures should be compelled to give a detailed report of the number of copies printed for each day during the period of one year.

If the number thus claimed should appear larger than the circumstances warranted, taking into consideration the size and popula-

## Buy Them While Winners!



Base Ball Series No. 1. Job Fonts, 2 of each character, : : : : \$2.50  
Card " 1 " " : : : : 1.50



Also, send for Specimens of Speaker and Domestic Series of Small Cuts, as good as above.

**American Type Founders' Co.**

Buffalo, Pittsburgh, Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis, Minneapolis, Kansas City, Omaha, Denver, Atlanta, Dallas, Portland, Ore., San Francisco.

Boston, New York,  
Philadelphia,  
Baltimore,

tion of the territory in which the paper circulates, the publisher should be compelled to give a detailed statement of one day's circulation, showing where the edition for that day has been distributed, and in what way it has been disposed of, showing the number of copies paid for in cash, the number delivered by carriers, the number sent to out of town agents, the number sent to newsdealers, the number sent by mail to subscribers and dead-head advertisers, and the number of other free copies, and the number left on hand. By compelling the paper to go to this amount of detail there will be more chance for detection of lying publishers, who, if given rope enough, are pretty certain to hang themselves.

To a publisher who desires to claim only the circulation he is justly entitled to, it will be no trouble to give all the facts which I have enumerated, and more.

THEO. BODENWEIN,  
Pub. *The Day.*

#### A SIDE LIGHT ON THE COMPETITION.

HARTFORD, Conn., July 3, 1896.

##### *Editor of Printers' Ink:*

DEAR SIR—On June 16, 1896, I sent an advertisement to the publishers of the American Newspaper Directory which I wished entered in the \$1,000 ad contest of that publication. If it had been any use (in their eyes) it would have been reproduced in *Printers' Ink*, issue of July 3d. I find, on receiving the above paper, that my ad had been turned down by them. Why, I do not know, and suppose it is none of my business, and yet I feel a little sore, yes, a good deal sore, not that I want their money—"I've got a little of my own." Not that I begrudge my brother ad-smith, Mr. Shoemaker, of Marion, O., who took *my place*, as well as the place of *thirteen other ad-smiths*. Not because I am looking for fame or fortune. Not because I expected to *win*, but I do feel sore because, and "there are others" who see the injustice of the decision, I feel sore because it is as plain as seeing through a glass door that hard work, honest endeavor or originality is not appreciated by those who have this matter in hand. I feel sore because it is as plain as the nose on your face that the pennant will go—is sure to go—where it will do the most good. I hope so anyway. To illustrate the above, look at the *Printers' Ink* contest. Who took that vase? Did Mr. Charles J. Zingg, of Farmington, Me., who submitted thirty-eight ads, get it? I guess not. Did Mr. Dixey get it? *No*. *Printers' Ink* says "there was not a dissenting voice" in regard to giving the vase to Mr. Jones. Why should there be? But suppose that the readers of *Printers' Ink* had had a voice in awarding the vase, who would have got it? I enjoyed the calling down that Mr. T. S. Fettinger gave the publishers of *Printers' Ink* on the same subject in the December 25th issue, for it was just, and right to the point. I, with Mr. Fettinger, like justice and fairness, be the winner who he may, be he an expert or an amateur. It looks to me as though the ad field was filled with *jealousy* or *fear* that some of the amateurs will get ahead too far. That if some of them happen to have brains enough to do something "way up" in ad writing the world must not know it, and so his labor is in vain, but it must be remembered that the world is large and there is a field of labor for us all, and some day these so-called "experts" of to-day will be, like John L. Sullivan, "experts of the past." No man was born an *expert ad writer*, they

all had to learn their part, and if the work of the "expert ad writers of to-day" had been turned down in *their amateur days*, as they do it to-day, there would be no "expert" ad writers in existence at the present time. I wish great success to the ad writer who is the winner in this contest, not that I believe he will write the best ad (provided it and all the rest that enter could be judged by *the people*), but because he is *the one* of all others. I have the plate of my own ad, and I hope (after this contest is over and we can study the ad of the winner) to publish it in some neat form and send a copy to every brother ad-smith who wrote an ad for this contest (as well as to those who wrote ads for the *Printers' Ink* Vase), asking them to return the favor by sending me *theirs* so as to compare notes, as it were, and I feel assured that if the ad-smiths (amateurs, of course, for the "experts" would not do it) throughout the country would exchange ads in this way it would give to each new ideas and be of great benefit, not only to the ad-smith, but give better advertising to the outside world.

Very respectfully yours,

H. C. DANIELS,  
284 Asylum street, Hartford, Conn.

#### BUTCHER ADVERTISING.

DENVER, Col., June 29, 1896.

##### *Editor of Printers' Ink:*

In one of the daily papers last week appeared an ad as follows:

## Special Sale To-morrow.

Saturday, June 27, our great specialty will be on *CHOICE ROAST BEEF*, all bones taken out and rolled before weighing. On our cheap counter to-morrow, we will sell cheaper than any other house in the city. We deliver to all parts of the city free of charge.

*Choice Roast Beef,*  
boned and rolled before  $\frac{1}{2}$  10c. per pound.  
weighing,

Shoulder Steak..... 6c. per pound.  
Pork Hock..... 3c. per pound.  
*Choice Boiling Beef*..... 4c. per pound.  
Broilers..... 25c. per pound.  
Hens..... 13c. per pound.

#### WATCH FOR MONDAY'S SPECIAL SALE.

#### THE DENVER PACKING CO.,

1633-39 ARAFAMOR ST.

The Denver Packing Company runs one of the largest markets in the city. I believe in this plan, if more extensively carried out, would help any reliable meat dealer to increase his business.

WILLIS L. HALL.

#### BROOKLYN SARCASM.

BROOKLYN, N. Y., July 6, 1896.

##### *Editor of Printers' Ink:*

"It is useless to advertise in the hot season." Of course. People don't eat, or drink, or wear clother, shoes or hats in summer. They never travel in the hot season, never stay at hotels, never get sick or need medicine, never read books or play games—in fact they never want anything that you could sell them in summer, now, do they? What fools some of we advertising mortals be. J. C. C.

## BOSTON BEACONS.

BOSTON, July 7, 1896.

## Editor of PRINTERS' INK:

Gifts for guesses are coming in vogue again. In Boston a clothing store has displayed in a show window an envelope with a ten dollar bill sticking out and the announcement says: "In this envelope there is a \$10 bill on which are 7 numbers 7, 6, 5, 4, 3, 2, 1; the one guessing the nearest to the position of same will be presented with the bank note. Come in and guess—it costs nothing."

All the seashore resorts are catering to people with wheels and advertise prizes for wheelmen and often have cyclists' souvenir days. The Castle Square Theater is running a summer season of opera and has a large store-room in connection where bicycles are checked free and it is understood the other theaters are arranging to care for cycles when they open in the fall.

A large furniture firm have hit on a happy idea in advertising. They have petitioned the Metropolitan Park Commissioners for permission to place a dozen or so baby carriages in the city parks for public use. The firm signs on the body of the buggies have the firm's name also does the canopy top.

The restaurants about town have gone music mad. Many of them now advertise 6 o'clock dinners on the table d'hôte plan, with a full orchestra playing during the meal. This innovation may be on the theory that music aids digestion, but from the strains of some of these musicians they seem to be there to set one's teeth on edge so that the toughest meat seems tender.

Mr. C. I. Hood, the extensive advertiser, met with a painful accident in wrenching his ankle a few days ago, and is compelled to get about on crutches. On the last day in June he entertained at his well-known farm near Lowell, a large delegation from Lynn under the guidance of C. H. Pinkham who is also favorably known in the advertising world.

GERALD DEANE.

## IN KANSAS.

KANSAS CITY, July 3, 1896.

## Editor of PRINTERS' INK:

Inclosed find an ad which contains the true Kansas flavor. In the original the word

ARE YOU FOR  
**-GOLD OR SILVER?-**

We take either in payment for Hay Presses.

**GREENBACKS**

are also accepted. If you have neither we will take GOOD promissory notes payable when the next President is elected.

**The O. K. Hay Press Bought this Year will still be Good for the Campaign of 1900.**

Prices and full description mailed on request. Every Press Guaranteed.

SCOTT HAY PRESS CO.,  
800 W. EIGHTH ST. - - KANSAS CITY, MO.

"gold" was printed in gold color, the word "silver" in silver, "greenbacks" in green and the rest in red.

H. H.

The candymakers should emulate in his advertisements Matthew Arnold's "sweet reasonableness," and be perfectly candid in all his statements.

## IN CINCINNATI.

## Editor of PRINTERS' INK:

One new firm of cycle manufacturers early in the season secured the services of a lady of the most pronounced "bicycle girl" type, and she dressed that way, too—short skirts, leggings, hat, collar, white shirt-front and tie, the prevailing color of her costume being a very light brown. She spends most of the time from 8 till 5 on one of the wheels made by the company, and on the principal streets of the city, riding up to the city salesroom perhaps twice each hour, where she dismounts and sometimes enters, or stands leaning on her wheel engaged in conversation with one of the salesmen. As her appearance is just pronounced enough to attract attention wherever she may be, the object of publicity is effectually accomplished. This firm has also covered the city thoroughly with three-sheet posters containing a good lithographic likeness of this lady, coasting, while the name of the wheel and the makers' motto, "Made upon Honor; sold upon Merit," is well displayed. Another method is perhaps remarkable only from the fact that the manufacturers located in this city have employed it to the exclusion of all other kinds of advertising. They supplied wheels to various collectors and others whose duties took them from house to house and allowed them a generous commission on all wheels sold by their efforts. The agent thus made would engage as many people as possible in conversation regarding the wheel, take a few minutes to explain its good points (and it has several) and if the party showed any inclination to purchase, would forward the name and address to the company, who at once sent a salesman to look after the matter. One of these agents drew his commission on eleven sales during the last month.

C. W. MARTIN.

◆◆◆  
A SUGGESTION TO MELLIN'S FOOD.

NEW YORK, July 6, 1896.

## Editor of PRINTERS' INK:

The Doliber Goodale Co., in their Mellin's Food advertisement, say: "We are advertised by our loving friends." Would it not be nearer the truth to use the word "little" instead of "loving"?

Ross GOULD.

◆◆◆  
STREET SIGNS IN MEXICO.

Even the most casual observer in the City of Mexico cannot fail to be attracted to the signs displayed over the various shops. They do not, in most cases, disclose the names of the proprietors of the business places, but present to view the quaint and attractive names by which the business men elect that their respective establishments shall be known. These names appear to increase in pretension as the shops decrease in dignity and importance. Thus, while the elegant jewelry and dry goods shops on la calle Plateros are named "La Primavera" (Springtime), "La Sorpresa" (the Surprise), or "Los Pensamientos" (Pansies, or Thoughts), a pulque shop on a back street will bear some such name as "El Ultimo Dia de Pompeia" (The Last Day of Pompeii). "El Volcan" (The Volcano) will perhaps serve for some shop of intermediate importance. I once discovered a butcher's stall named "La China" (the fatal parasite sometimes found in pork), but whether this name was adopted from ignorance or from a love of humor I could never guess.—*Painters' Magazine*.

◆◆◆  
ADVERTISE your goods with skill  
And your purse will quickly fill.

## Pictures for Advertisers.

My art department is fully equipped for the execution of striking and attractive designs for advertisements, posters, car cards, book covers, booklets, catalogs, business cards, etc., etc.

I am better prepared to serve advertisers in this way than any mere designer or engraver can possibly be, because I know more about advertising.

I combine business and art — attractiveness with selling force. Each man in my art department is a specialist — he does the one kind of work for which he is best fitted and in which he has had most experience.

In this way I can give to any advertiser "exactly what he ought to have at exactly the price he ought to pay."

Write for what you want.

**CHARLES AUSTIN BATES,**  
Vanderbilt Building, New York.

## CHICAGO BILL-BOARDS.

I have remarked the large number of bill-boards that are being used in Chicago this season, in a former letter. Not only has the number increased, but the quality has been improved in an artistic way until the bill-boards are becoming very much more artistic than they have been heretofore. The best of these out-of-door ads are the ones put out by Gunning and other sign painters of the same class. They are correct in their color scheme and do not knock a man down as he passes them, and the pictures used are really studies in their way. The old Grand Pacific Hotel is being torn down and a ten-foot fence is built around it to keep the passing throng out of danger. This was painted white, and most of it is now adorned with the ads of Chicago houses, painted in an attractive way. One of the trust companies has an ad of their burglar-proof safety deposit vaults that shows an interior that is well done. At the entrance of one of the tunnels under the river, where the thousands who ride on the street cars can see it every time they pass, an artist has been at work for a week painting a team hitched to a coal wagon loaded with coal. The work is being done in a very painstaking manner, and I have noticed a good deal of interest in its progress, and I verily believe that this particular ad has paid for itself while the artist has been so carefully putting it on the boards. A good many people are impressed with the fact that Bunge Bros. deliver the coal they sell in the cellar in sacks, thus saving the cloud of dust that usually follows the coal wagon. An hour ago I heard a man remark, as we passed this sign, that the team portrayed looked like one of Bunge Bros.' teams, as they take pride in keeping good teams on their wagons.

The printed posters have come out this year with some loss of gorgousness to the advantage of harmony of color. A "whale-back" excursion steamer is advertised on posters of liberal size and careful treatment as to color. A bathing resort has a beautiful view shown on the bill-boards, and the lots in a suburb are shown in a colored poster ten feet high and thirty long that gives a perspective of what might well be a modern garden of Eden. Bicycles, tobacco, cigarettes, theaters and business houses are introduced in colors that show that the poster art of this country is becoming less of a colored horror and more of an ornament than it ever has been before.

It occurs to me that those who are having all this spread of color displayed are taking some pains to have it put in the proper place as well as in proper shape to attract attention. Vantage ground about the parks flames with posters of bicycles and cyclists' sundries, while the coal and flour ads as well as many others are shown where people going to business or back on the cars may see them.

If I were putting money into bill-board advertising I would be as particular about position as I would be about the appearance of the ad. I would not advertise dress shields in a smoking car, as is being done here.

MILLER PURVIS.

## THE VALUE OF PERSISTENCY.

"It is only needful to repeat a thing often enough," says Goethe, "and everybody will end by believing it."

## ABOUT ORIGINALITY.

An idiot can be original. Sensible originality is the only kind marketable.—N. C. Fowler, Jr.

## THE PRACTICAL BUSINESS ORGANIZER.

In conversation with one of the keenest of business men and critics the other day the affairs of a certain widely-known and very extensive wholesale house of the Northwest were mentioned. "That concern," said the critic, "is a case of one-man power. The head of it is so thoroughly imbued with the idea that every transaction must come under his personal observation and be passed upon by himself, that he is not only working himself to death, but it actually interferes with the efficiency of everybody under him. There are two classes of men who have made conspicuous success—one is the believer in this one-man power business and the other is the practical organizer. The latter knows good men when he sees them; he thoroughly organizes every department of his business and places a man over each who knows how to run it, and then he lets him run it, holding him accountable for results only. If the head of such a concern leaves business for a month he is not haunted with the idea that it will go to eternal smash before he returns. The other man believes in assuming all responsibility and, so far as he can, in doing all the work. I have seen many of them doing work which they could hire a \$25-a-week man to do equally as well; and the business conducted by these men depends so largely upon their actual and continued personal supervision that the loss of it for only a brief time means disorganization and possible collapse. Bankers are beginning to realize that the man with a faculty for organization and who builds up a business that can be conducted in his absence and not be disrupted at his death, is the safest man to loan money to. They are beginning to inquire more than ever whether the business on which they are expected to risk their capital is one that will stop when one man ceases to turn the crank."

—*Northwestern Merchant.*

## NAMES PASS TO THE PUBLIC.

Summed up in a few words, the exhaustive opinion of the supreme court of the United States, in the recently decided case of *Singer Mfg. Co. v. June Mfg. Co.*, 16 S. C. Rep. 1022, is that the result of the American, the English, and the French doctrine, universally upheld, is this: That where, during the life of a monopoly created by a patent, a name, whether it be arbitrary or be that of the inventor, has become, by his consent, either express or tacit, the identifying and generic name of the thing patented, this name passes to the public with the cessation of the monopoly which the patent created. Where another avails himself of this public dedication to make the machine and use the generic designation, he can do so in all forms, with the fullest liberty, by affixing such name to the machines, by referring to it in advertisements, and by other means, subject, however, to the condition that the name must be so used as not to deprive others of their rights, or to deceive the public; and, therefore, that the name must be accompanied with such indications that the thing manufactured is the work of the one making it as will unmistakably inform the public of that fact. And where a name is thus dedicated to the public, the court holds that the former patentee or owner cannot take it out of the public domain by the mere fact of using that name as one of the constituent elements of a trade-mark.—*Business Law.*

HAIR restorers may properly be advertised by the use of hair-raising statements.

## Classified Advertisements.

*Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

WA NTS.

**S**POKESMAN-REVIL, W.,  
Spokane, Wash.

**W**ISCONSIN AGRICULTURIST, Racine, Wis.  
25,000 copies; semi-monthly.

**H**ALF-TONES, 1 col., \$1, 2 col., \$2. BUCHER  
ENGRAVING CO., Columbus, O.

**W**ISCONSIN AGRICULTURIST, Racine, Wis.  
Advertisements at \$1 for 5 lines.

**H.** D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

**P**APERS that lead in their locality represented by H. D. LA COSTE, 38 Park Row, New York.

**T**H E VINDICATOR, Youngstown, Ohio. 8,400 d., 6,000 w. Wants first-class advertisements only.

**D**AYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

**S**OMEONE wants me to edit and manage a live country weekly: \$1,000 per year. No less. Now or future date; references. "GOLD," Printers' Ink.

**A**LMANACS—Business houses contemplating the use of an entirely original almanac for 1897 should communicate with CLIFDEN WILD, the Originator, Chicago.

**P**UBLISHERS will be pleased with our prices on cuts for special editions. Write for samples and prices. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

**C**ALENDARS—Firms wishing to beat their previous calendars by issuing 1897 calendar of original, individual, special design in keeping with the nature of their business, should write with the CLIFDEN WILD, the Originator, Chicago.

**A**Manager or ad amanuensis—which I for a former and you will pay pusher \$60 per week at the start, "Knows How" is your man; if latter, he would not consider it. He knows what to do, how to do and when to do. Address "KNOWS HOW," Printers' Ink.

**W**E desire to secure the services of a first-class New York representative and also a traveling representative. To the right men we will pay \$2,500 (and commission) a year. The GOLFER is a high-class medium, catering to the best class and sells good goods of all kinds. First-class men can get business with the GOLFER. All has the endorsement of all its advertisers. All communications confidential. Address THE GOLFER, Boston.

**S**OUTH AFRICA—Over half a million whites. Two and a quarter million ounces of gold mined in 1896. Fifteen million dollars' worth of diamonds last year. The greater part of the glittering wealth remains in Africa. People are anxious to buy good goods and will pay high prices. I will place advertising in the leading newspapers of South Africa and take agency of such goods. For full information address LEWIS GARRISON, Johannesburg, S. Africa, or HUGH HOOD, American representative, Chattanooga, Tenn.

**A**NY PUBLISHER who neglects to make his publication just as attractive and handsome as possible may lose hundreds of dollars from advertisers not liking the appearance of his publication and placing their business in more attractive mediums. An artistic and handsome heading would improve the appearance of many a publication, and tend to convince advertisers that it was really one of the best and most progressive of its class and locality. Sketch of artistic and appropriate design submitted on approval, no charge if not accepted and returned. Don't ask for "cheap" prices. The work is too important to slight. W. MOSELEY, 53 Hill St., Elgin, Ill.

BOOKS.

**D**ANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

## PAPER.

**M.** PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 46 Beekman St., New York.

## CIRCULARS MAILED.

**W**ANT your circulars mailed to 20,000 retail grocers! Want your business before those grocers! Order a small ad in "Handy Directory," particulars free. "CO. C. 4 B.," Printers' Ink.

## SPECIAL WRITING.

**\$**3 A WEEK; original editorials for weeklies; full complement. "PITT," Printers' Ink.

**C**AMPAIGN editorials for dailies and weeklies. Any politics. G. T. HAMMOND, Newport, R. I.

## MISCELLANEOUS.

**W**ISCONSIN AGRICULTURIST, Racine, Wis. Established 1877. Circulation 25,000.

**D**UNCAN CLARK'S Female Minstrels, the hottest show in cards. Advertisers wishing to reach male patrons write. Season never closes. DUNCAN CLARK, 73-75 Plymouth Pl., Chicago.

## BILLPOSTING AND DISTRIBUTING.

**S**AMPLERS—Sample copies, circulars, etc., distributed everywhere through an organized force of men who furnish references. Addresses furnished. Your circulars mailed with ours. Men wanted in all unoccupied territory. Address UNITED M'FRS & PUB. ADV. CO., Cohoes, N. Y., special advertisers.

## ILLUSTRATORS AND ILLUSTRATIONS.

**B**EAUTIFUL illustrations and initials, 5c. sq. 1/2 inch. Handsome catalogue 10c. AMERICAN ILLUSTRATING CO., Newark, N. J.

**I**LLUSTRATED ad—attract attention—bring buyers. Our cuts are catchy. Our prices plain. Write right now for samples and prices. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

## ADDRESSES AND ADDRESSING.

**1,000** SELECT, reliable business names and addresses, sent sealed for \$1.50, cash in advance. JOHN FOY, Glencoe, Ont., sign poster, circular mailer and member Will A. Molton Co., Cleveland, Ohio.

**E**XPERIENCED and energetic drummers and special salesmen's addresses just received. A few in each State. Learned and posted pushers: any line of goods. Write me. S. M. BOWLES, Woodford City, Vermont.

## SUPPLIES.

**V**AN BIBBER'S  
Printers' Rollers.

**H**ALF cent an inch for recoating chalk plates. HIRD MFG. CO., Cleveland, Ohio.

**C**HALK plates recoated, half cent an inch. BYRON POPE & CO., Cleveland, O.

**T**YPE—The leaders of type fashions. AM. TYPE FOUNDRY'S CO. Branches in 18 cities.

**S**TANDARD Type Foundry printing outfits, type, original borders. 290 Clark St., Chicago.

**PICTURES** for all purposes. Cuts of all kinds. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

**S**TEREOTYPE, linotype and electrotype metals: copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

## ADVERTISING AGENCIES.

A NY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 38,000.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 16 Spruce St., New York.

## MAILING MACHINES.

**\$1.00** (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Prac! 1,000 hour; saves 2-3 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

**T**IME-SAVING mail list type, has typewriter face, large and lean; is self-spacing; cheapest 10-pt. mail type made. Also acne mailer, \$15 net, equal to \$30 mailers. AM. TYPE FOUND'R' CO. See list of branches under "For Sale" heading.

## ADVERTISING MEDIA.

**W**ISCONSIN AGRICULTURIST, Racine, Wis. Circulation, 38,000; 5 lines, \$1.

**40** WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

**Y**OUNGSTOWN (O.) VINDICATOR, 8,400 d., 6,000 w. H. D. LaCOSTE, 38 Park Row, N. Y., Rep.

**D**ETROIT COURIER. Circ'n around Detroit greater than any other weekly. The society and home paper.

**A**NY person advertising in PRINTERS' INK A to the amount of \$10 is entitled to receive the paper for one year.

**A**DVERTISERS' GUIDE, Newmarket, N. J., 5c. line. Sub., year, 25c.; 6 mos., 15c.; 3 mos., 10c.; sample, 5c.; none free.

**L**ADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES and EVENING NEWS, 14,000 daily.

**T**HE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

**B**ILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'tly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

**B**RAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 372, New York.

**G**OOD HOUSEKEEPING,  
Springfield, Mass.

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket-book." One of the best mediums to reach over 50,000 families is Good HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.

Address all communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

## ADDRESSES FOR SALE.

**50,000** LADIES' addresses for sale or exchange for space. Lock Box F, Galena, Kan.

## ELECTROTYPES.

**W**E make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELDON CO., New Haven, Conn.

**C**UTS—wood, zinc or half-tone. Every process for every purpose. Perfect plates at plain prices. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

## ADVERTISEMENT CONSTRUCTORS.

**P**ILOT ADVERTISING CO., Newark, N. Y.

**J**OHN CUTLER Writer of Advertising, New-ton, Mass.

**4** TRIAL ads, \$1 first order. CONTINENTAL ADV. CO., Brooklyn, N. Y.

**4** ADS, \$1. Introductory price. CHAS. A. WOOLF, 446 W. Main St., Louisville, Ky.

**G**ILLAM & SHAUGHNESSY, Advertising Bu-reau, 13 Astor Place, New York. Write.

**T**HE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

**T**HREE retail advertisements, with cuts, \$1; 4-page booklet, 7 cuts, \$3. First order only. FRANK B. FANNING, 366-7 Boston Bldg., Minneapolis.

**S**5 IS my charge for writing and arranging, ready for printer, an 8-page booklet; this includes illustration for cover. R. L. CURRAN, 150 Nassau St., New York.

**H**UMPS to see; buttons to press. To pick out points in businesses and make them do advertising service—that's my trade. EUGENE A. BAKER, writer of advertising, 100 Broadway, New York.

**A**LL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

**U**SED by Gillam, Cushing for detail in ads, unequalled. Made only by AM. TYPE FOUNDERS' CO. Send for specimens to nearest branch. 7 pt. De Vinne (new), with 7-pt. French O. S. No. 2, in effective. We cater to requirements of ad writers.

**G**OOD ads like good eggs may be spoiled in the setting. If you want your ads, circulars, booklets, etc., set or printed in a style to command attention and respect, just mail copy to WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

**H**OW is this? One dozen bright, crisp and snappy little reading notices of 2 to 6 lines to fit your business for \$5. Your money back if they are not right up to the scratch. This offer is good until Aug. 1. JED SCARBORO, 48 Ar-buckle Bldg., Brooklyn, N. Y.

**E**VERY printer claims to do high-class work. It is easy enough to make claims. We honestly believe, however, that there is no printer who has the same education, equipment and ideas that we have. We've printed a small booklet about our business send for it. THE LOTUS PRESS, 140 W. 2d St., N. Y. City.

**A**DS for retailers, general advertisers, medical ads, booklets, circulars. Whatever I write I put the same effort, the same concentration of thought into my work. No poetry, no funny, no smart stuff. Sample ads \$1, series cheaper. They will help you to print ahead of your competitors. CHARLES J. ZINGG, Farmington, Me.

**I**HAVE written and printed five sets of original and convincing ads for retail druggists. Each set contains 10 ads suitable for newspaper space, ranging from 1 to 6 inches, s. c. I am pleased to print first-class designs, not to publish these over his name. One dollar gets a set of 10 ads. If you can't see more than a dollar's worth in the ads send them back and I'll refund your money. JED SCARBORO, 48 Ar-buckle Bldg., Brooklyn, N. Y.

## ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PARTIES looking for new household specialties to give away with their goods may do well to write us. We have a few fine new ones of the highest utility that would be great money winners. BUFFALO SPECIALTY MFG. CO., Buffalo, N. Y.

## PRINTERS.

THE LOTUS PRESS (artistic printers), 140 W. 33d St., New York City. (See ad under "Advertising Constructors.")

"**G**REAT SCOTT," he cried, "is it possible that Johnston is the only printer on earth?" No, but he is one of the very few who know what you want and how to get it up to please you, if you can make use of that kind of a printer address. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

## FOR SALE.

5-LINE advertisement, \$1. WISCONSIN AGRI-CULTURIST, Racine, Wis.

**\$3.50** BUYS 1 INCH, 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

FOR SALE Two-revolution book and newspaper press, bed 28x32. Excellent condition. THE SUN, Williamson, Pa.

FOR SALE—The best country newspaper and plant in Western Ohio; will sell controlling interest or entire plant. Address MIAMI UNION, Troy, Ohio.

FOR SALE—A thoroughly-equipped country newspaper in a thriving borough of Eastern Pennsylvania; will sell at bargain to right party. "A BUSINESS," Printers' Ink, for particulars.

FOR SALE—Controlling interest in a publishing and syndicate business. Incorporated company widely and favorably known. A great chance if you speak quick. Address "SPECIALTY," care Printers' Ink.

FOR SALE—A good newspaper establishment in the capital city of Oregon, publishing a weekly. Will be sold cheap and on easy terms. Don't apply unless you mean business. Address J. H. FLETCHER, Salem, Ore.

FOR SALE—Ladies' names from all parts of the country, ready to sell cash orders by a mail-order house within six months. Original letters. Extremely low price if sold quick. Address "GILT-EDGED," Printers' Ink.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more? AMERICAN TYPE FOUNDERS' CO., Boston, N. Y., Phila., Balt., Pitts., Cleveland, Cinn., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), "Frisco." Buy everything in one place, and save money and trouble.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

## CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, THE LOS ANGELES TIMES. Circ'n over 18,000 daily.

## IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

WEALY SENTINEL, Carroll, twelve-page W paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. THE DAILY SENTINEL is the only daily in one of Iowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

## KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 33 Park Row, New York, Special News-paper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

## MICHIGAN.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURIER. Circulation around Detroit greater than other weekly. The family paper of Wayne County.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also EVENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 33 Park Row, N. Y.

## MISSOURI.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to THE TIMES). A live, progressive and up-to-date newspaper.

## MONTANA.

HELENA INDEPENDENT—6,240 Daily, 6,340 Sunday, 3,335 Weekly. Leading newspaper in the Treasure State. H. D. LACOSTE, 33 Park Row, New York, Eastern manager.

## NEW YORK.

BRAINS a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 875, New York.

## NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, city of 19,651 population, but it has a larger circulation in this than any other paper. The same is true of the TIMES (weekly) circulation in Mecklenburg County. The NEWS and TIMES combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. DOWD, Editor & Proprietor.

## NEW JERSEY.

THE Red Bank REGISTER goes every week into more than 2,500 homes of people who are able to buy what they want, and who pay for what they get. That's what makes local advertisers prefer it to any other paper.

## OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

LEADING daily and weekly papers in Eastern Ohio. THE VINDICATOR, Youngstown, \$400 d., \$600 weekly.

## PENNSYLVANIA.

INTELLIGENCER, Doylestown, Pa. Oldest paper in the county—weekly established 1804, daily since 1830. Circulation 10,000 in the county; the only journals owning their home—only exclusively home-made papers in the county, never having resorted to plain matter nor patent sheets. Send for map showing circulation. PASHALL & CO., Doylestown, Pa.

PROOF Positive! The fact that the Chester paper has a circulation greater than the Philadelphia stores than some of the city dailies is pretty good evidence of its high standing in the State. No paper reaches a better class of readers, those who know what they want and have the money to buy it. Thirty-two thousand of them. WALLACE & SPROUL, Chester, Pa.

## TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. THE EVENING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

## TEXAS.

DAILY AND WEEKLY ENTERPRISE. Largest circ'n in Cleburne and Johnson Co., Texas.

## VIRGINIA.

LYNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

## WASHINGTON.

### SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

## WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis.; 5 lines, 1 time, \$1.

WISCONSIN AGRICULTURIST, Racine, Wis.; semi-monthly. Established 1877.

WISCONSIN AGRICULTURIST, Racine, Wis. Rates 20 cents a line; circulation, 28,000 guaranteed.

SUPERIOR TELEGRAM, 5,500 daily, every evening except Sunday. Associated Press franchise (operator in its own building); Mergenthaler typesetting machines; has its own artist. Largest circulation in Northern Wisconsin. Prices for advertising of H. D. L. COSTE, 38 Park Row, New York, Special Newspaper Representative.

## CANADA.

85.50 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

BIG city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The BERLIN RECORD (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. UTILITY, Mgr., Berlin, Ont.

## HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

## CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 62 weeks, for \$35, 6 months for \$15, 3 months for \$8.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

### ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Prints get many good suggestions for display from Subscriptions price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

### AGRICULTURE.

BREEDER AND FARMER, Zanesville, O. WISCONSIN AGRICULTURIST, Racine, Wis. PACIFIC RURAL PRESS, San Francisco, Cal. FARMERS' HOME JOURNAL, Louisville, Ky., goes weekly to 13,600 of the wealthiest farmers of Kentucky and Tennessee.

### BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City. CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulation all over the world. THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

### DANCING.

THE BALL ROOM, Kansas City. Semi-monthly. EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1896, sworn circulation 6,000 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

### GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

### HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE.

Largest circulation in its field.

D. T. Mallett, Pub., 271 Broadway, N. Y.

### HOUSEHOLD.

DETROIT COURIER, Circ'n around Detroit greater than any other weekly. The family paper of the country.

### MEDICINE AND SURGERY.

WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

### MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

### MOTOCYCLE.

MOTOCYCLE, 165 Monadnock Block, Chicago.

### PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

### TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

• THE •  
**JOURNAL**  
**NEW YORK**

W. R. HEARST.



*The appended statement  
of the June Circulation of*

*THE JOURNAL*

*shows that there is no dull  
season for a live newspaper.*

Sunday,

Sunday,

Sunday,

Sunday,

Total,

Total num

1896 (

Net total

Average

	Total Gross Print as per Indicator.	Net Print. (All spoiled copies and waste deducted.)	City Dealers.	Country Dealers.	Mail Subscribers and all others.
1	245,700	241,992	139,937	93,030	9,025
2	244,750	243,307	139,850	94,761	8,696
3	247,700	243,642	139,870	94,868	8,904
4	247,600	243,863	140,240	95,195	8,428
5	246,150	245,770	140,669	95,834	9,267
6	249,900	248,250	140,692	98,111	9,447
Sunday, 7	235,000	230,420	120,254	98,302	11,864
8	251,000	246,845	141,314	96,288	9,243
9	248,300	245,488	141,418	94,354	9,716
10	250,200	245,571	141,375	95,250	8,946
11	250,400	246,436	141,626	95,561	9,249
12	250,600	246,588	141,686	95,879	9,023
Sunday, 13	258,400	252,359	141,986	100,518	9,855
14	255,500	246,451	119,379	114,546	1,552
15	259,600	253,580	142,544	101,520	9,516
16	260,000	255,392	142,754	102,923	9,715
17	260,800	257,574	143,581	104,194	9,799
18	261,700	259,646	147,746	106,251	9,649
19	275,850	273,155	146,241	116,241	10,673
Sunday, 20	265,250	258,836	143,807	104,773	10,256
21	249,700	236,997	119,925	103,149	13,923
22	261,400	258,214	143,997	103,338	10,879
23	258,600	255,598	143,674	101,711	10,213
24	280,850	276,630	144,313	121,804	10,513
25	271,200	265,328	143,911	110,101	11,316
26	262,600	258,336	143,826	104,437	10,073
27	268,100	261,214	144,126	106,781	10,307
Sunday, 28	239,300	234,182	118,900	102,085	13,107
29	266,800	260,799	145,016	105,614	10,169
30	270,000	267,613	144,826	106,061	16,726
Totals,	7,692,950	7,563,076	4,185,483	3,063,480	314,113

Total number of JOURNALS Printed in June,  
1896 (30 days), - - - - - **7,692,950**

Net total number Sold and Circulated, - - **7,563,076**

Average number Sold and Circulated Daily, **252,102**

PRINTERS' INK.  
A JOURNAL FOR ADVERTISERS.

**Issued every Wednesday.** Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of a hundred copies for \$50, or a larger number, at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

**NEW YORK OFFICES:** No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 108 Fleet St.  
CHICAGO, BENHAM & INGRAM, 315 Dearborn St.

NEW YORK, JULY 15, 1896.

THE best advertiser never rests perfectly satisfied with his ads.

THE *Sun* is the oldest existing paper that was started as a one-cent sheet.

PRINTERS' INK is always pleased to get short editorial paragraphs that contain a new idea or a new point of view regarding an old one.

THE class journals devoted to music and the drama number 68, and have a combined circulation each issue of 210,540 copies. One-third of them are published in New York City, and only twelve appear willing to make known their exact circulation.

A CORRESPONDENT of PRINTERS' INK writes:

I think the term adwriter, written as one word, is preferable to adsmith or any other of the ridiculous titles assumed by our advertisement writers. It is a word that the outside public can understand as readily as the initiated, which cannot be said of adsmith or similar jargon.

THERE are 6 newspapers classified as "matrimonial," and they are believed to have a combined circulation each issue of 35,515 copies. Three of the six are in Chicago, one in Ohio and two in Massachusetts. The Chicago *Climax* leads with a circulation, guaranteed, of 25,155 copies.

CHARLES F. JONES, once of Louisville late of Chicago, winner of PRINTERS' INK Vase, awarded for the best advertisement out of 851 submitted in competition by advertisement writers, is domiciled in New York now as advertising manager for the great department store of Siegel, Cooper & Co.

PRESIDENT S. V. R. CRUGER, of the Department of Public Parks of New York City, states that the department will soon promulgate rules regulating advertising signs in the metropolis.

THE merchant who gives to his advertising the study and scrutiny that he gives to other portions of his business, will plan it broadly, systematize it carefully and make a definite annual appropriation for its needs. Then neither carelessness nor personal vanity will be allowed to get into its way.—*N. A. Lindsey.*

PRINTERS' INK publishes in this issue an article by Mr. J. Calder, of Buenos Aires, a young Scotchman now on a business trip to New York, who has become domiciled in the Argentine Republic, where he is engaged in introducing foreign goods and also transacts an advertising business in a careful and painstaking way.

A NEW YORK club, composed of men whose main income arises from constructing or placing advertising, has been incubating for some time and seems likely to take shape at an early date. The name of the club, it has been suggested, should be The Sphinx, because, although it will know a lot, doubtless, few people will be able to make much out of it.

AN advertisement must not only interest the reader, but it must lead him to act. Consequently it should contain all necessary information about sending for circulars, pamphlets or samples, or information where the goods advertised can be purchased. Every advertisement should be written on the principle that the reader will not trouble himself to get information that is not readily accessible.

THE principal aim in writing advertising should be to be natural. Imitating other strongly individualized styles usually results in copying their faults, while missing the almost intangible essence that constitutes their excellence. A host of imitators have imitated the Powers style, but none have succeeded in duplicating it. The rinsings of a wineglass constitute neither good wine nor good water; and an attempt at duplicating another's style results usually in neither a good imitation nor a good advertisement.

## A GOOD ad rises superior to position.

THE new series of very beautiful borders used for advertising pages of this journal, in recent weeks, were presented to the Little Schoolmaster by the American Typefounders' Company. Following the time-honored custom of the local editor, who always acknowledges the wedding cake sent him to try, we say, "Many thanks."

AN advertising agent recently remarked of the general advertising agency: I think the field is too large for any one agency to place business with or control all the papers. It will come to specialties; each concern will have its special line, whether it be magazines, agricultural, religious or country papers, or big dailies, etc.; in that way they will work for the advertiser as well as make more money for themselves and the papers.

## THE JUNE COFFEE POT.

In awarding the Silver Coffee Pot for the best advertisement in PRINTERS' INK in June each issue of the paper was considered separately. In the issue for June 3rd the following advertisements were thought excellent:

The Scripps-McRae League...	page 10
Boyce's Big Weeklies.....	" 18
Charles Austin Bates.....	" 24
San Francisco Examiner.....	" 37

In the Boyce advertisement a good point was well made: "We never carried an ad in our papers until they were self supporting from sales." The Scripps-McRae League advertisement was the best of the four however. It was handsome, conspicuous, convincing, effective—one of the best advertisements ever seen in PRINTERS' INK.

In the issue for June 10th the advertisements considered were:

New York Sun.....	page 7
Scripps-McRae League.....	" 37
Chicago Newspaper Union..	" 50
The Denver Times.....	" 57

The Sun advertisement was effective and really good. That of the Chicago Newspaper Union told its story in a way to carry conviction; but that of the Scripps-McRae League was away in advance of any one of the three set beside it for consideration.

In the issue for June 17th the average grade of the advertisements was unusually high. Six were marked for special mention:

Atlantic Coast Lists....	page 2
New York Sun.....	" 7
Scripps-McRae League.....	" 11

Dayton, O., Times and News.....	page 13
Charles Austin Bates.....	" 24
New York Journal.....	" 37

"There is but one way of getting close to the country people. It is through the local paper." These sentences head the text of the excellent advertisement of the Atlantic Coast Lists, and convincing as the statement may be, the two country girls whose portraits embellish the page are so pretty that reader is led to wish that some other way might: be found.

The advertisement of Charles Austin Bates is one of his best, and his advertisements are always good. That of the New York *Journal* is effective to a very marked degree, but, all things considered, the advertisement of the Scripps-McRae League is head and shoulders above any of the other five.

The issue for June 24th appears to have been prepared under conditions not favorable to the production of advertisements of extraordinary excellence. The best noted in that issue are:

Washington Evening Star...	page 45
Chicago Newspaper Union..	" 48

Neither of these stand any chance of securing the award of best for the month. Reviewing the four issues the remarkable fact stood out boldly that in the papers of June 3d, 10th and 17th, the best advertisement appearing was that of Mr. E. T. Perry, the New York manager for the Scripps-McRae League. It was also decided that each of Mr. Perry's ads was better than any other appearing in June. The coffee pot, therefore, had to be awarded to Mr. Perry.

The best of Mr. Perry's advertisements is surely the one on page 37 of the issue of June 10th.

The practice of awarding a coupon good for a year's subscription to PRINTERS' INK is still continued. It appears that the successful advertisement received six votes, as follows:

O. B. Cooper.....	Coffeyville, Kansas.
Willis Corbin.....	Knightstown, Ind.
W. H. Eastman.....	East Sumner, Me.
Wm. Kohn ..P. O. Box 1550, Phila., Pa.	
J. G. McBride.....	Pawnee City, Nebr.
C. M. Sisson.....	Louisville, Kansas.

To each of these the subscription coupon has been sent. The largest number of votes recorded for a single advertisement in June was thirty-one, in favor of the announcement of George Kissam & Co., which set forth the desirability of advertising in the cars of the Brooklyn Elevated Road.

## LESLIE'S WEEKLY.

The circulation is over 37,500 copies. William J. Arkell, president of the company, swears that this is true either of his own knowledge or on information which he believes to be true. Its advertising rates are seventy-five cents a line.

## SUPREME COURT—COUNTY OF NEW YORK.

Arkell Weekly Company,  
Plaintiff,  
against  
George P. Rowell,  
Defendant.

The above-named plaintiff, by Hamilton & Sweetser, its attorneys, complains of the defendant and alleges:

FIRST: That at and between all the times hereinafter mentioned, the plaintiff was and

still is a domestic corporation, engaged in business in the city of New York, and among other things engaged in the business of publishing a weekly publication, known as *Leslie's Weekly*.

SECOND: That said publication known as *Leslie's Weekly*, is printed and published every week by the plaintiff, in the said city of New York, and was an illustrated weekly paper or publication having a large circulation in the United States and elsewhere, and one of the chief sources of income by the plaintiff and of said publication was derived from the advertisements which appeared from time to time in said *Leslie's Weekly*.

THIRD: That at the time hereinafter mentioned, the defendant was and still is the owner and publisher of a certain journal or publication known or entitled *PRINTERS' INK*, which was and is a monthly publication, circulating chiefly among persons desiring advertising space in the various publications in the United States.

FOURTH: That on or about the 13th day of May, 1896, the defendant maliciously and wrongfully composed and published of and concerning the plaintiff and said publication owned by plaintiff, known as *Leslie's Weekly*, in said newspaper called *PRINTERS' INK*, the false and defamatory matter following, to wit:

Messrs. C. H. Guild & Co., general advertising agents, 232 Washington street, Boston, Mass., send out what they call a select standard list of fifteen illustrated weeklies, and inform advertisers that it is the "cream of illustrated papers, comprising all which have a national reputation." Below is given the list, and in two parallel columns the comparative circulation ratings accorded by Messrs. Guild & Co. and the advance sheets of the American Newspaper Directory for 1896. It will be observed that the total circulation found by the advertising agency amounts to 867,100 copies, while the total credited by the Newspaper Directory is a good deal less than half that number. The Newspaper Directory disclaims any knowledge of a weekly *Arkansas Traveler* published at Chicago, although it is acquainted with a monthly of that name.

		WEEKLY	ADV. SHEETS	WEEKLY	ADV. SHEETS
New York, Judge,	WEEKLY	80,000	40,000	DIRECTORY	
" Puck,	"	89,700	40,000		
" Texas Siftings,	"	55,400	4,000		
" Truth,	"	61,000	20,000		
" Standard,	"	75,000	75,198		
" Illustrated American,	"	40,600	20,000		
" Leslie's Weekly,	"	65,000	12,500		
" Collier's Weekly,	"	200,000	30,000		
" Vogue,	"	20,000	4,000		
" Public Opinion,	"	23,000	18,200		
Buffalo, Ill. Sunday Express,	"	75,000	70,318		
Brooklyn, Life,	"	10,000	4,000		
Chicago, Tribune,	"	10,000	800		
" Arkansas Traveler,	"	20,000	1,000		
" Graphic,	"	40,000	17,500		
		867,100	346,516		

It would seem that the advertiser who desires a list of illustrated weeklies of very large circulation should seek it from the Guild Newspaper Advertising Agency rather than from the American Newspaper Directory.

In this connection attention is also directed to a list of Trades Union Official Journals put forth by W. N. Gates, "Manager," office 29 Euclid avenue, Cleveland, Ohio. Mr. Gates finds that his list of half a dozen monthlies have a regular output of 59,500 copies, while the Newspaper Directory appears to be unable to learn that they issue even one-eighth as many as Mr. Gates' better knowledge enables him to accord them:

	INDIANAPOLIS, AM. FEDERATION-JOURNAL, MONTHLY	GATES, FRENCH-OKY.
Washington, Postal Record, mo.	11,500	2,250
Lafayette, Painters' Journal, m.	5,000	000
Kansas City, Boiler Makers' Ship Builders' Journal, s-mo.	14,000	000
St. Louis, Electrical Worker, m.	10,000	800
New York, The Tailor, monthly (Now Bloomington, Ill.)	9,000	4,000
	69,500	7,450

This curious state of affairs illustrates still further that when an advertiser wants the very largest possible circulation, he should apply to a manager or an agent rather than to a Newspaper Directory. He will find a further advantage in the fact that the information will be furnished free by the agent or manager, while the Directory will cost \$5. It is generally considered quite absurd to pay money for a thing when one can get the same thing for nothing.

FIFTH: That in and by said false and defamatory matter defendant intended to and did charge and state that the circulation of said publication known as *Leslie's Weekly* was twelve thousand five hundred (12,500)

copies, weekly, whereas in truth and in fact, the weekly circulation of said publication known as *Leslie's Weekly*, was over three times the number so stated in said false and defamatory publication, and matter, and that

said defendant at the time of the publication of said false and defamatory matter knew the same to be false and untrue, and knew that the circulation of said *Leslie's Weekly* was over three times the number stated by him in said libelous matter, and that the same was published maliciously by the defendant.

SIXTH: That in consequence of the publication of said false and defamatory matter, the plaintiff has been injured in his good name and reputation in business and credit, and said *Leslie's Weekly* has been injured in its good name, reputation and credit in the sum of ten thousand dollars.

SEVENTH: The plaintiff alleges on information and belief that in consequence of the publication of said false and defamatory matter by the defendant, certain persons who had business relations with the plaintiff, and said *Leslie's Weekly*, and advertised in said *Leslie's Weekly*, and who read said false and libelous matter, refused to continue said relations or advertise in said *Leslie's Weekly*, to wit, one C. H. Guild & Co., of Boston, Massachusetts, who advertised in said *Leslie's Weekly*, to the plaintiff's damage, ten thousand (\$10,000) dollars.

WHEREFORE, plaintiff demands judgment against the defendant for the sum of ten thousand (\$10,000) dollars, besides the costs of this action.

HAMILTON & SWEETSER,  
45 Broadway, New York City.

THE CO-OPERATIVE ADVERTISING SHEET.

The co-operative advertising sheet is started by several merchants—say half a dozen—combining in this way: The six dealers—grocer, hardware man, druggist, and so on, figure up the cost of issuing say 6,000 of these papers weekly. The cost, when found, is apportioned equally among the six, and each week each dealer secures 1,000 copies of the affair, containing six advertisements, of which his is one. Each dealer attends to the distribution of his 1,000 himself. The advantages of the scheme are that each of the six merchants secures his advertisement in 6,000 copies of the publication, and has 5,000 distributed free of cost to himself, at the bare cost of 1,000. Each merchant assists in circulating the others' advertisement, which makes it a thoroughly co-operative affair. Wherever this has been tried it has worked to a charm, and the returns are usually good where pains are taken to make the publication attractive. The reading matter should be well selected, some of it being a continued story, so that the interest of those among whom the affair is circulated will not lag. Plate matter can be used for the reading matter. This costs but about one cent per inch, and, as a rule, is good material.—*Grocery World.*

JUDICIOUS WORK.

It is not the amount of work that counts in commerce nowadays, but the intelligence displayed in the efforts exerted. The finely arranged and delicately adjusted machine does more and better work than the cumbersome and clumsy apparatus. Muscles without brains are valueless, and brains are valueless unless healthy. The keen intellect and the ready decision so essential to success can only be counted upon when the brain is active, the liver healthy and the digestion equal to the demands upon it. Give a nation healthy tradesmen and you will insure it a healthy and prosperous commerce.—*Canadian Hardware and M. tal.*

THE POLITICAL CARTOON.

One of the most interesting developments of modern times is the art of political cartooning, says the Chicago *Times-Herald*. Hundreds of newspapers, comic weeklies and other periodicals all over the country are springing cartoons apropos of the great Presidential campaign of 1896. Two score years ago the political caricature was unheard of. To-day it is one of the great features of the daily newspaper. A number of the earliest cartoons made in this country show a marked difference from the caricatures of to-day. While the work upon some of them is crude, the idea which the cartoonist wished to convey is nevertheless very forcibly expressed. Many of the cartoons of the early days were far from being dignified and respectful, and a number of them were even brutal. The modern cartoon is finished and perfect and in most cases it pokes fun at a political candidate in a very inoffensive way. Indeed, it is said on excellent authority that politicians consider it such a mark of honor to be cartooned that they send their best photographs to the well-known artists of the country. It is vigorously maintained by many that a politician does not amount to much until he has been cartooned. After that distinction he is supposed to have advanced several steps, and to have arrived at a distinction that makes him a force of some moment. The political cartoon first came into prominence during the Presidential campaign of 1860, when Lincoln was the Republican nominee, Douglas the Democratic champion, and John C. Breckinridge was the nominee of a bolting wing of the Democratic party. Even then few newspapers began the practice of printing political cartoons, although they had many on other subjects. Single-sheet wood-cut cartoons were made alone and scattered broadcast all over the country. The Cleveland *Campaign Plain Dealer*, a fiery Douglas organ, was one of the few papers which printed cartoons. The paper was also a bitter antagonist of President Buchanan, and it did its utmost to make things hot for the President and for candidate Lincoln and all his supporters. One crude picture represented Lincoln and Douglas as pugilists. Douglas had Lincoln's head under his arm and was represented in the act of severely pummeling the noted Abolitionist, while a number of Lincoln's most noted opponents stood outside the ring ropes jeering at the "rail splitter," and urging on the "little giant."



The baseball and domestic series of cuts which the American Typefounders' Co. has recently brought out promise to exceed in popularity the Speaker cuts, which are at present so extensively used. A sample figure of each series is shown above.

By saying just the proper thing in just the proper place,  
Many a man success has won in the great commercial race.

## A MODERN VERSION.

The quality of advertising is not strained ;  
It droppeth, as the gentle rain from heaven  
Upon the place beneath, into the public  
mind ;  
It twice doth service ; it serveth him that  
prints and him that reads.  
Its effect is mightiest in the mightiest ;  
And it becomes the merchant well to adver-  
tise ;  
For while his trade may show the force of  
normal power,  
Of laws both of supply and of demand,  
Publicity in print, an attribute to enterprise,  
Will manifold increase it, and the stream of  
commerce gain  
Great force and volume when advertising  
seasons business.

—N. Y. Commercial Advertiser.

## ADVERTISING BOTH HOUSES.

It is a peculiar belief among the youngsters of many families that the new baby sister or brother is the gracious gift of the family physician, and this belief is generally based upon the solemn assurance of papa and mama, who have to tell some fairy story in order to tide over those events that occur occasionally in the best regulated families. Now and then a boy takes the law into his own hands and makes a mess of it. An instance of this kind was related at the last meeting of the medical society. It seems that the young son of a well-known tailor and the young son of a well-known doctor were very chummy, and the former accompanied the latter one afternoon on an advertising expedition. The advertising was done by means of a paint brush being quickly traced over any smooth piece of wood or stone encountered, and called upon the male population to purchase their trousers from Brown. Well, in the evening the doctor's hopeful returned, and his paternal derivative asked him what he had been doing during the day.

"Advertising," quoth the boy.

"Advertising whom?" inquired the father.

"You and Mr. Brown (the tailor)."

"Me?"

"Yes."

"How did you advertise me?"

"Oh, we fixed up a sign that said 'Buy your trousers from Brown and your babies from Dr. Jones,'" said the boy calmly.

The doctor gasped for breath, thinking that the boy was having undue fun with him, but he soon found out that his hope and joy was telling the truth, and it cost him money the next day to go over the boy's route and rub out all the advertisements.—*Rochester Post Express.*

## SIMPLICITY.

The fundamental principle of beauty and effectiveness in printing and illustrating is simplicity. Simplicity is the basis of all real art, whether language, painting, sculpture or the art preservative. Great masters, old and new, recognize it—practice it.—*Engraver and Printer.*

## BELIEF IN ONE'S POWERS.

A prerequisite to success in life is a strong belief in one's own powers. Let us say that there is not much to be hoped for from the man who does not in reason firmly believe in himself. From belief in one's inherent qualities man acquires courage, perseverance and the ability to do what he could not otherwise accomplish. There is one class of men in America that interests me greatly. They are the men engaged in commercial pursuits. They inaugurate gigantic undertakings, build railways, establish steamship lines, form syndicates and trusts, and open enterprises of wide scope. Their forces are capital and labor. No task is too large for them. Their brain and will power overcome all obstacles. They are conscious of their own power, and what will this belief not accomplish?—*Bishop Potter.*

## NEWSPAPERS AS LOOKING GLASSES.

One of the latest deliverances on the subject of the press from the pulpit is that of the Rev. Dr. Lyman Abbott in his baccalaureate sermon to the students at Harvard. From the point of view of the press there was no better paragraph in Dr. Abbott's sermon than this: "The journalist is the historian. It is more important to know what is going on to-day than what occurred in ancient Greece. We hear the cry that murders, divorces and all crimes should be kept from the press. No! We want a press that shall tell us the vices of mankind as well as the virtues. The press is a looking-glass. We look in it every morning and we see ourselves very dirty. But we do not want to find fault with the glass. We want to wash ourselves."—*Kansas City Star.*

## STRAW NEWSPAPER EDITORS.

Most Russian newspapers keep "a man of straw" as responsible editor. In return for the use of his name he draws a salary of about \$1,000 a year. In the event of a prosecution the man of straw has to stand fire. If the judgment is against the paper he has to go to prison. Some time ago the man of straw of the *Novoe Vremya* was sentenced to four months' imprisonment. It was the first piece of work he had done for some years although he had been regularly drawing his salary all the time.—*Fourth Estate.*

## TOO GENERAL.

Much advertising is of too general a character. It is not of a kind to bring a customer into the store to-day. It may incline him to come some time. It is good if it will do that, but it is better if it fetches him in at once? Can you do that? Have you the goods, what you want is the way of making folks read about them.—*Dry Goods Chronicle.*

## THE BUYER WISE.

Learns the price before he buys ;  
That advertiser, then, is wiser  
Who of prices is no miser.

## THE ARGONAUT

is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation.—Argonaut Building, 213 Grant Avenue, San Francisco.

THE winds of trade will blow your way,  
If you but advertise to-day.

### Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**WISCONSIN AGRICULTURIST,**  
& Lines \$1.

**WISCONSIN AGRICULTURIST,**  
RACINE, WIS.

**Lynchburg NEWS** { 2,600 D. & S.  
8,000 Weekly.

**SUPERIOR TELEGRAM.**  
West Superior, Wis. 38 Park Row, New York

**MAIL TOPEKA, KANSAS**

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

**The Evening**  
**Journal,**

JERSEY CITY, N. J.

IS GETTING ON NICELY, THANK YOU.  
So are its advertisers. They find it pays.

From Ocean  
To Ocean

The Union  
Gospel News

Finds its Way

Being undenominational and  
reaching thousands of homes  
not reached by any other  
paper of its kind.

Advertisers know its value.  
Published every Thursday.  
Write for rates.

Address

...The...  
**Union Gospel News,**  
Cleveland, Ohio.

## “Great Scott”

he cried, “is it possible  
that Johnston is the only  
printer on earth?” ‘No,  
but he is one of the very  
few who know what you  
want and how to get it  
up to please you. : :



### Clear, Clean, Attractive Printing

is the kind that is appreciated nowadays—  
it is my real specialty and standby. Ad-  
dress Wm. Johnston, Manager Printers' Ink  
Press, 10 Spruce Street, New York.

# COVER YOUR ENEMY



with modern weapons!

The "CENTURY" PONY  
and the "NEW MODEL"  
WEB are Rapid Fire Guns!

Ordinary Competition  
cannot withstand their  
Rapid Production of Low  
Cost Work!

**Campbell Printing  
Press & Mfg. Co.**

6 Madison Avenue, New York  
334 Dearborn Street, Chicago

## To School Advertisers...

**THE CHURCH STANDARD**  
during the past season carried 50  
per cent more school advertising  
than during any previous year in  
its history.

We have received during the  
past year more unsolicited testi-  
mony as to its value as a medium  
for this class of advertising than  
we have received during any pre-  
vious year.

It stands upon its own merits  
entirely. If it cannot help you  
fill your school it does not want  
your business. What it does ask  
at your hands is a trial. If any  
paper circulating in the Protestant  
Episcopal Church, particularly  
in the great Middle Belt, can help  
you it is

## The Church... ...Standard.

Special rate for 1896.

**THE CHURCH STANDARD COMPANY**  
Philadelphia, Pa.

UNIFORMLY  
GOOD  
ALWAYS  
INTERESTING

are the readers' remarks upon

## THE PETERSON MAGAZINE.

It is not the brilliancy of a single issue  
now and then that recommends it. It is  
the unvarying excellence of its contents  
month by month that has gained for

## THE PETERSON MAGAZINE

its clientele of earnest,  
intelligent readers.  
They are the people  
advertisers wish to  
reach. Rates \$80.00  
per page by the year.  
All agents or the pub-  
lishers.

THE PETERSON COMPANY,

109-111 FIFTH AVENUE,  
NEW YORK.

## We Are Not Crying

Because there is much territory not covered by **TEXAS FARM AND RANCH**,

## But We Are Rejoicing

over the fact that the many customers who use our advertising columns

## Year In and Year Out

have long since learned that **TEXAS FARM AND RANCH** covers thoroughly Texas, Arkansas, Louisiana, Oklahoma, Indian Territory. Have you looked into the desirability of securing the best class of customers in above territory? A clean paper for clean advertisers seeking clean customers.

### TEXAS FARM AND RANCH DALLAS, TEXAS.

New York Office,      Chicago Office,  
47 Times Bldg.      Marquette Bldg.

Place  
Your  
Advertising  
In a  
Paper  
Of  
Proven  
Circulation.  
Such a  
Publication  
Is  
The  
Daily News  
Des Moines  
Iowa.  
Average sworn circulation  
for five months ending  
June 30, 1896

**14,871**

Eastern Office  
Room 1227 Am. Tract S. Bldg.

# A Frank-Faced Drummer...

Couldn't begin to create the interest in your wares by a personal canvass that a clearly worded advertisement in

# THE STANDARD UNION

would. Brooklyn's best people buy it, read it and believe in it. It would be impossible for a good ad of a good article to fail when placed in such a medium.

Bright, Pure, Elevating and Attractive.

# The Quiver

PRICE, \$1.50 PER YEAR. ~ ~

~ ~ SINGLE COPIES, 15 CENTS.

*The Quiver* in 1895 is richer than ever in those distinctive features which have for over thirty years given it a high place amongst the magazines, and rendered it the brightest and most interesting monthly of the present day for Sunday and general reading. Its contributors are known on both sides of the water, and number among them some of the ablest men in the church.

"THE QUIVER is the BEST OF ALL the magazines devoted to Sunday reading."

—SATURDAY REVIEW.

THE CASSELL PUBLISHING CO.

31 East 17th Street (Union Square), NEW YORK.

# Anzeiger... Des Westens

ESTABLISHED  
1834

THE GREAT GERMAN-AMERICAN  
PAPER OF THE WEST AND  
SOUTHWEST

DAILY, . . . 8 pages  
SUNDAY, 24 to 32 pages  
WEEKLY, . . . 12 pages

The leading, the foremost German daily of St. Louis—  
its circulation by far exceeds that of all the others.

The *Anzeiger des Westens* pays more postage for its issue  
through the mails than any other German paper in St. Louis.  
The *Anzeiger des Westens* covers the German field of the  
West and Southwest.

The *Anzeiger des Westens* is always ready and willing to prove by a  
comparative investigation of all books—not of cash books only, which  
may be doctored—or by affidavits, which some persons with an  
elastic conscience, and no sense of dishonor, make as easily as eating  
a good dinner, but by an investigation of everything, that its circula-  
tion is far greater than the circulation of any other German paper in St.  
Louis.

JOHN SCHROERS  
BUSINESS MANAGER

EMIL CARO  
ADVERTISING MANAGER

Anzeiger Association

PUBLISHERS

ST. LOUIS

# THE DAILY NONPAREIL

COUNCIL BLUFFS

ONE OF ONLY TWO  
7-day papers in the State of Iowa

REPRESENTATIVE NEWSPAPER OF  
THE UPPER MISSOURI VALLEY

The Nonpareil.....

Is peculiarly situated - having the entire  
southwestern part of the great State  
of Iowa as its exclusive field

ADVERTISING RATES A LITTLE STIFF, BUT  
RETURNS IN PROPORTION

N. M. SHEFFIELD,

Eastern Manager - 85 Tribune Bldg., N. Y.

## \$1,000 IN PRIZES.

(Competition of the American Newspaper Directory.)

This advertisement, written by Joseph Auld, and printed in the Burlington (Vt.) *News* of July 3d, was adjudged best in the 26th and last week of the competition. It occupied almost two columns in the *News*.

The competition is now closed and the five awards of \$500, \$200, \$100, \$100, \$100 will be announced in the next issue of PRINTERS' INK, July 22d.

## THE AMERICAN NEWSPAPER DIRECTORY.

The 28th annual volume of the American Newspaper Directory—for 1896—has come to hand. Twenty-seven years ago the first number of this now famous book came from the press—the first complete newspaper directory ever printed. The brain that conceived this publication set its standard high, and it has steadily held the lead given to it by time and its author. In its more than quarter century of life it has done a greater service to the newspapers and the advertisers of the country than any other book of its kind, and it was never more vigorous, more valuable or more necessary to those interests than it is to-day. In this office it has become a necessity—a part of the equipment without which we could not get along. Whatever other book of reference is missing the American Newspaper Directory is always at hand. It is referred to daily, often many times a day, to answer questions of all kinds about the newspapers as well as about the geography and statistics of the country.

The American Newspaper Directory is more than a mere list of newspapers; it is a work of reference of a broader kind. As a gazetteer it has merits all its own as an up-to-date reference book in a newspaper office. As a catalogue of newspapers it is really an index to the cosmopolitan population and the diversified interests of this great country. Its 28 annual volumes of newspaper facts furnish a comprehensive record of the growth of the country in population, business, wealth and intelligence during the most important period of our history. Wherever population concentrated the newspaper followed, wherever business centered the trade journal appeared, and its record of these facts shows the growth and trend of population, immigration and business during that period. This record shows an increase from a little more than 5,000 publications in a population of about 35,000,000 in 1869 to over 20,000 papers and a population of 65,000,000 in 1896. The vast increase in number and diversity of business interest during this period is evidenced by the enormous increase in trade and business publications; the large immigration is shown by the remarkable growth of newspapers printed in foreign languages; the very gratifying increase in education and general intelligence is made clear by the much larger proportion of newspapers to population, the still greater increase in their circulations and readers, and the great increase in high-class magazines and journals representing the

learned professions, the arts, sciences and educational interests.

The annual volumes of this great work, therefore, form complete indexes to the population, business and intelligence of the country. The volume under consideration contains a catalogue of 20,630 newspapers printed in 27 different languages. That is to say, besides the nearly 19,000 papers printed in English, this country has a cosmopolitan population which supports more than 1,600 papers printed, in whole or in part, in 26 foreign languages, ranging in number from one each in Russian, Greek, Armenian and Cherokee to nearly 1,200 in German. These most interesting facts indicate clearly the scope of this volume and its value as a book of general information for the intelligent citizen. To the philosophical mind they furnish much food for thought and speculation. But while the book possesses a large degree of interest for the general citizen and the philosophical student, its peculiar value lies in the up-to-date information it conveys to the profession—that is to say, to advertisers and newspaper men. For this purpose a newspaper directory must contain all the information necessary to guide an advertiser in the use of the publications catalogued, concisely and accurately stated and arranged for quick and easy reference.

It appears to us that the 27 annual volumes of the American Newspaper Directory have admirably filled these requirements in the past. Let us see how the present volume stands the test. After full examination we are quite prepared to say that in fullness of information it has no superior. Its contents embrace every fact about the publications of the country that an advertiser needs to know. It leaves no question unanswered, either about the newspaper itself, or about the town, the county or the State wherein it is printed—the character of the business of the community, its railroads or its surroundings. The main part of the book, the essential part, is the catalogue of newspapers by States, which occupies about 1,100 of the 1,400 pages. This part of the book includes a description of each State, with size and population; a map showing the divisions into Congressional districts, a gazetteer of the towns that have newspapers, with their business, their railroads, etc.; the names of their newspapers, with publishers' and editors' names, circulations and many other details, the whole giving a fullness of information unapproached elsewhere.

In the systematic arrangement of its facts, which makes the task of reference an easy one, the American Newspaper Directory is unequalled. Every part of the book is classified, indexed and arranged alphabetically to the last analysis. Every State in the Union, every town that has a newspaper, every county, comes in alphabetical order; every newspaper appears by frequency of publication and in alphabetical sequence, in its own town and State. In a separate grouping the

papers appear by counties; in another by Largest Circulations (5,000 and over), arranged by States; Sunday Newspapers are catalogued together by States; Class Publications, grouped and indexed, include all papers representing the various classes, trades and interests. It will be seen from this summary how perfect the book is in its arrangement for reference and how easy it is for an advertiser to get at his facts. If he wants a list of papers to cover the whole country or any part of it; if he wants only the papers of large circulation or the Sunday papers; if he wants to appeal to the members of any trade, profession or class—be it the large classes with their hundreds of papers like religion or agriculture, or the German people, or to the small classes of one paper each that represent, for example, the interests of the prune packers or the oologists—he can turn to them instantly by States and get all the information needed. In respect of system therefore it is an ideal book of reference and commands itself to every observing person who has examined it.

In the matter of accuracy—of all things the most important—the American Newspaper Directory stands unapproached. It has no competitor, because no such attempt at accuracy has ever been made. The annual revision of the book takes twelve months, and is one of the most intricate processes known to bookmaking. It has been said that no book ever came from the press free from errors, and perhaps this one is not. It is certain, however, that few books get so much time, so much intelligent oversight, so many revisions to free them from errors as this one. In printing circulation ratings accuracy is of vital importance, and on this point the American Newspaper Directory maintains a fixed and unalterable purpose—namely, to bring the figures to an honest basis. This purpose has been adhered to with great courage in the face of much opposition and criticism from the newspapers, and the fight has been long and costly. In carrying out this purpose the publishers originated a plan of securing detailed circulation statements from the newspapers, and a scheme of ratings, which are well calculated to remove the difficulties now experienced and resolve the doubts about newspaper circulations. These detailed statements, if properly made and signed, are printed in the Directory, and guaranteed by a reward of \$100 for errors or lies. The plan is so simple and easy that we can imagine only one reason for not making a statement—namely, that there is something to conceal. This plan is working a great reform in newspaper ratings and its influence is already felt in all newspaper offices and at every advertiser's desk. Not all newspapers furnish circulation statements as yet, but every newspaper feels the pressure and sees the advantage of complete circulation ratings, while every advertiser feels that he is less liable to be swindled. In the absence of a detailed statement as called for, or in the presence of a defective one, ratings are made from the facts within the knowledge of the publishers of the Directory, with care and impartiality, to safeguard the interests of the advertiser and the honest publisher; and such is the accuracy of these ratings that no man who has any large sum to invest in newspaper space can safely expend it without ascertaining the facts contained in the American Newspaper Directory; we believe no large advertiser ever does.

The facts about newspaper circulations are so hard to ascertain that it is a most difficult thing to test the accuracy of a newspaper di-

rectory. It can be done only by taking cases within one's own personal knowledge and reasoning from them to the wider field. Such a test was made in this office the other day. A bright advertising manager took issue with the writer of this as to the relative accuracy of the ratings of two newspaper directories, the American and one other. Several papers that had not furnished detailed reports were chosen for a test, and the disputants agreed as to their real circulations. The directories were then examined and in every case the American came nearest to the figures agreed upon, giving a conservative rating in each case, in only one case overshooting the mark and then only by a trifling percentage. The other book rated every paper much too high, some of them at more than double the circulation they were entitled to. Here was a test that sustained the contention of the writer that the American Newspaper Directory is the most accurate, and that its ratings are made in the interests of the advertiser and the honest publisher.

We have in the foregoing recorded our opinion of the American Newspaper Directory and our reason for it, based upon a thorough examination. We have also given the results of a comparison between it and one of the best of its rivals, with a friend of the rival to guard its interests. We will now give the opinion of an expert, a man who personally deals with more papers than any other advertiser—a man who would be conceded by every advertiser and newspaper man as an unprejudiced and well-informed authority. Said this man a few days ago in response to a question about the value of this Directory and its necessity to an advertiser: "It is worth more than all others combined. No large advertiser can afford to do business without it. He would better have it than all the others."

The newspaper directory is one of the modern aids to the development of business. As the pioneer directory and the originator of newspaper ratings the American Newspaper Directory has done the advertisers and the newspapers of the country a great service—greater than most of them think—a service that the advertiser of to-day cannot appreciate without considering the difficulties he would labor under if no American Newspaper Directory had ever been printed, with the rare courage and force it has behind it. It is not as the pioneer, however, but as the leader—not for its past but for its present—that we sound its praises. As a newspaper man for more than twenty years, as an advertiser and a student of advertising during the same period, the writer of this article has used all the newspaper directories. Intimate acquaintance has led him to rely upon the American more than upon all others. It is kept constantly at hand for daily reference. No other directory can take its place; no other is needed.

The American Newspaper Directory, therefore, stands, as it has always stood, the first and best of newspaper directories—the only one which cannot be ignored, the only one which every advertiser must have.

The volume under review is a well printed and strongly bound octavo of 1,400 pages with a full page frontispiece portrait of its publisher, that veteran in the science and practice of advertising, George P. Rowell—the man who has done more than any other to make advertising for the newspaper and to illuminate the path of the advertiser. It is published by Geo. P. Rowell & Co., and will be sent carriage paid on receipt of five dollars.



# Oh! I say!

If you want 'em  
to see 'em  
you must

## Illustrate 'em.



Pictures have become a necessity  
in modern up-to-date advertising.  
Special pictures for special ads.....  
Tell me what you need illustrated.



Advertising Sketches  
Cover Designs  
Car Cards  
Poster Ideas

Wash Drawings           Comics

FURNISHED TO ORDER

10 Spruce Street  
New York

# Gold or Silver?

IT MATTERS NOT WHICH PLATFORM WINS, THERE WILL BE LOTS OF INK USED DURING THE COMING CAMPAIGN.

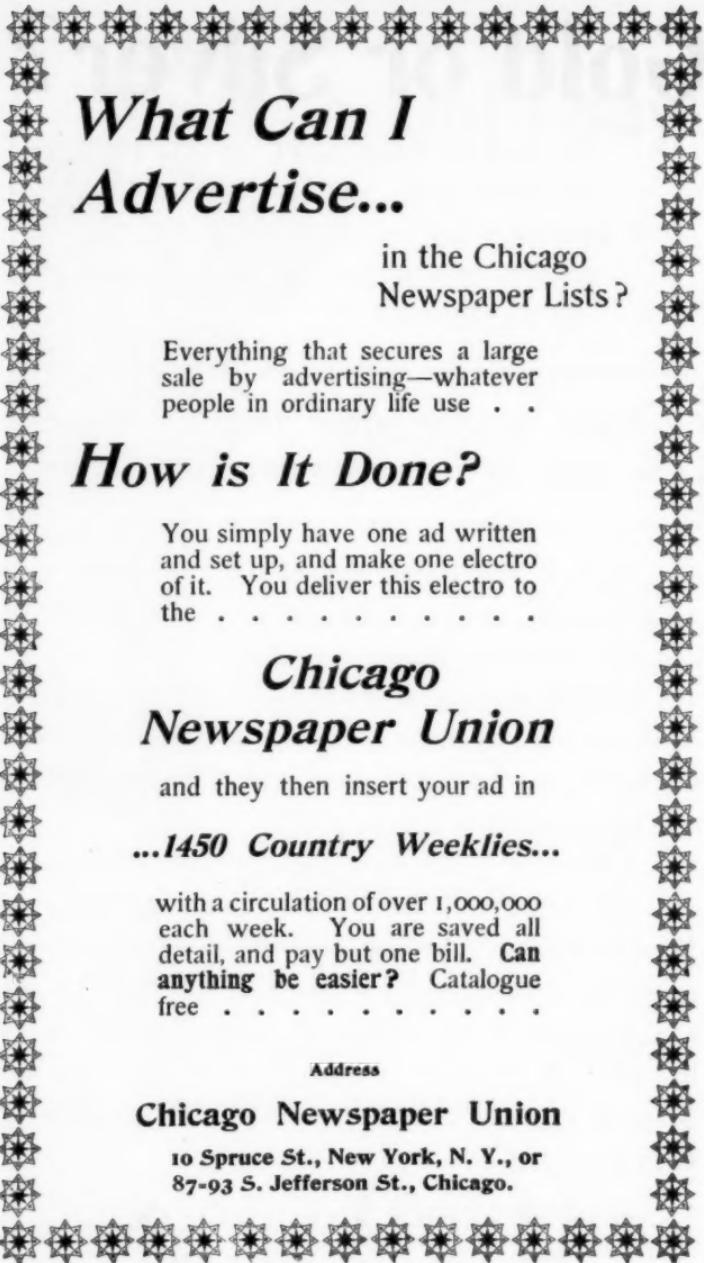
*I will sell for either Gold or Silver so long as it accompanies the order.*

Now is the time to stock up your office with a variety of my job inks, that you may be able to suit the most fastidious candidate.

I match any shade of ink under the sun put up in  $\frac{1}{4}$  lb. cans for 25 cents a can, with the exception of Carmines, Bronze Reds and fine Purples, which I sell at 50 cents a can.

The inks I sell in 3 lb. cans for one dollar a can will print the most artistic campaign banners. My inks sold in 5 lb. cans for one dollar a can will print beautiful posters which will not fade in the sun or wash in the rain. My news ink sold in 10 lb. cans at 75 cents a can, or in 25 lb. kegs for \$1.50 a keg, will print hand-bills and dodgers, or large posters. Send for my price list. Address

PRINTERS' INK JONSON,  
8 Spruce St., New York.



## *What Can I Advertise...*

in the Chicago  
Newspaper Lists?

Everything that secures a large  
sale by advertising—whatever  
people in ordinary life use . . .

## *How is It Done?*

You simply have one ad written  
and set up, and make one electro  
of it. You deliver this electro to  
the . . . . .

## *Chicago Newspaper Union*

and they then insert your ad in

### *...1450 Country Weeklies...*

with a circulation of over 1,000,000  
each week. You are saved all  
detail, and pay but one bill. **Can  
anything be easier?** Catalogue  
free . . . . .

Address

## **Chicago Newspaper Union**

**10 Spruce St., New York, N. Y., or  
87-93 S. Jefferson St., Chicago.**

## DEPARTMENT OF CRITICISM.

### By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism: to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

#### AN EXPLANATION.

I appear in PRINTERS' INK in two capacities—as an editor of this department and as an advertiser.

Quite frequently people mix the two. I have several times received subscriptions to PRINTERS' INK in my personal mail, although I have nothing whatever to do with the business or subscription department of PRINTERS' INK. On the other hand I have had orders for advertisement writing addressed to me in care of PRINTERS' INK, and these orders have been buried in the mass of matter that comes to me in that way, to be resurrected only after two or three months.

I receive through PRINTERS' INK, I think, never less than 100 pieces of mail matter each week. I find room to take up perhaps half a dozen each week. I have to use my best judgment as to what matter will be most interesting and most valuable to my readers. This naturally leaves unnoticed more than 90 per cent of the matter sent to me.

Any advice or criticism given in this department is absolutely free. There is no charge for it in any way, and whatever I say in this department is the best I know on the subject then under discussion.

However, it is not a part of my work for PRINTERS' INK to write private letters of criticism and advice. PRINTERS' INK employs me to criticise freely as much of the matter that comes to it as it is possible to do in the four pages that I have at my disposal.

PRINTERS' INK does not pay me for writing private letters, and it so happens that in my business of advertisement writer and adviser I make a fixed charge for such letters.

These various facts have led to a misunderstanding with a reader of PRINTERS' INK, Mr. O. L. Pitts, of Columbus, Ohio. Some time ago Mr. Pitts wrote to PRINTERS' INK to ask if there was any charge for criticism and advice and was told that there was not.

Later, on June 13th, Mr. Pitts wrote to me a personal letter and sent it to me addressed simply, "Charles Austin Bates, New York." Very naturally it was delivered at my personal address in the Vanderbilt Building, and as I had heard nothing of his previous letter to PRINTERS' INK, it was answered with the idea that it was meant for me personally, and Mr. Pitts was told that my charge for an answer to his letter, giving him advice and criticism on his advertising, would cost \$10.

In a letter dated July 3rd, addressed to George P. Rowell & Co., 10 Spruce street, Mr. Pitts complains that he hasn't been fairly treated. I, therefore, looked the matter up and discovered the facts as I have recited them.

If I could induce the publishers of PRINTERS' INK to give me about 64 pages of space, and pay me for my entire time, I would like nothing better than to begin on Monday morning and criticise advertising matter until Saturday night.

This might perhaps have the effect of materially lessening the subscription list of PRINTERS' INK, but it would afford me no end of amusement. As it is, I have to do the best I can with my little four pages.

The matter Mr. Pitts sent me for criticism I find was first rate. It was printed on postal cards and sent out to his trade. It ought to have brought good results, and with the idea that it may be helpful to other shoe dealers, I have reproduced parts of four postal cards in the ready-made ads this week.

\*\*\*

#### ADVERTISING IN GENERAL.

On June 5th in St. Louis there was a meeting of the Missouri Press Association, and during the proceedings a paper by Mr. Lon Sanders, of the Sanders Engraving Company of St. Louis, was read by the president.

There are undoubtedly a large number of PRINTERS' INK readers who know all of the things told in this paper, but perhaps even a greater number do not know them. I, therefore,

reprint the paper as it was published in the *National Printer-Journalist*:

The work of the publisher and the engraver follows lines that are closely allied, with a tendency to converge as both develop and extend. The engraving department is considered one of the essential factors in conducting the publication of a great newspaper. In this paper I wish to briefly refer only to the illustrating of to-day, as we are now in the midst of an illustrating age. A few years back we could not have realized the wonders in appliances and improvements that our present newspapers have at their command. The idea of looking upon illustration as a luxury has long since passed, and to-day we look upon it as among the indispensables, the necessities of every progressive and wide-awake newspaper.

With the introduction of the photo-engraving methods the newspaper realized for the first time the feasibility of successfully illustrating the events of the day. What was before an expensive and often unsatisfactory undertaking became simple, cheap and successful.

The illustrating art has grown in popularity and become a valuable educator. There is no lesson so clear and lasting as that which appeals to the eye. Did you ever stop to consider how few of our country's celebrated men and women we ever had the pleasure of seeing—yet the inhabitants of our smallest, out-of-the-way localities are familiar with their faces through their continued presentation in the newspapers. The three-dollar shoe man, and many of our leading advertisers have shown you the lasting impressions an illustrated advertisement will make. The illustration in an advertisement at once catches the eye and makes an impression that columns of type matter alone cannot equal. The foreign advertiser makes a study of the best methods for effectively attracting the attention of the public in the smallest possible space, and nine out of ten of these "ads" contain illustrations of some description.

For effective work in illustrating, the cartoon is the highest artistic attainment, as in it can be condensed more real wit, human nature and effectiveness than can be expressed in any other manner. The artist has at his command as a foundation for his work the portrait, the caricature and the peculiarities of mankind. These he can weave into an illustration that carries weight and conviction and at a glance tells a complete story. With our metropolitan journals illustrating has come to be considered almost as essential to the popularity of the paper as the editorial staff. A majority of the journals in the larger cities have their own engraving plants and artists for rapidly and effectively illustrating the events of the hour. The two leading and up-to-date methods used in making illustrations for books and newspapers are the regular zinc etching process from pen and ink drawings, and the half-tone method. The former is the only one used or practical for newspapers using perfecting presses and stereotyped forms. In making cuts by the regular zinc etching method, it is necessary first to make a pen and ink drawing of your photograph or sketch. The drawing is transferred to the zinc plate by photography and through the action of nitric acid the plate is etched out, leaving the lines which are made upon the drawing standing up in relief. After the etching process the large open spaces are routed out with a machine, and the surplus metal sawed away. The plate is then tacked

upon a block, making it type high and ready for the press. While these cuts can be made very deep and suitable for printing upon any quality of paper, the necessity of making a pen and ink drawing prevents the engraver from securing the beautiful and accurate effects secured by the half-tone method.

The half-tone process is an exact reproduction of the photograph, or subject, accurately producing all its soft tones and effects. The method of making these cuts is similar to the zinc etching process, excepting they work direct from the photograph, without the necessity of pen and ink drawing. Also the engraver, in making his negative to transfer by photography the subject to metal, uses a fine screen in front of the work, which breaks up the lights and shades into fine dots and cross lines. This, after the plate is etched, gives you the relief and adapts the plate for printing upon the ordinary printing press. This process has been used almost exclusively in the past for fine paper and careful printing; but with the many improvements and advances, it is now possibly by the use of a coarser screen in making the engravings, to use such cuts very successfully upon common newspaper and with rough treatment in printing.

One of the great advancements in adapting this work to use in newspapers is the introduction of the hand engraver in finishing the work. The engraver, by retouching, can remove all imperfections, engrave out the shallow part and produce accurate and beautiful printing qualities. The superiority of the half-tone process manifests itself more in portrait cuts than in any other class of work, as it is the only method that is an absolute guarantee against complaints or criticisms, regarding as to whether the cut is a good likeness or not. These engravings, however, are only suitable for newspaper printing direct, as with all the improvements it is impossible to stereotype from them, or through fastening the plate into the stereotyped page, as has been successfully done by some of our dailies. Through photo-engraving a perfection of detail and softness of tone has been attained, never believed possible in the day of the slow and time-consuming wood cut.

Engravings are of great value to the country papers in illustrating important enterprises, personages, advertisements, letter-heads and buildings. A large majority of such papers have recognized the great value of engravings and have made them a means of annually getting up illustrated editions of their papers, containing a grand write-up of town and vicinity, with many cuts of important enterprises, buildings and portraits of citizens.

Possibly the greatest field for the country newspapers to reap profit from the use of illustrations in their publications is in these illustrated editions. Such editions are certainly of great value to every city, and with the illustrated feature should prove very profitable. It affords an opportunity for publishing the biographies and portraits of your leading citizens and prominent enterprises. With good management and a reasonable price for the work, you soon find your city composed almost solely of leading and influential citizens, with a weakness for confiding to the public the choice portions of their history.

One of the unfortunate parts in preparing these editions is that the business men and patrons of a paper are usually slow to support and start into such a work, unless they are approached by a stranger, or one of the many wandering solicitors who are contin-

ually making the rounds of the country, working up special editions. This is very unfortunate, and a great drawback to the straightforward and enterprising publisher, as such solicitors are very frequently unreliable, demand a large portion of the profits, and often make promises that can never be complied with. I have been informed of localities where this special feature idea has been almost demoralized through such methods.

The future of engraving and of the engraver depends upon the publisher, and it behoves us to use every means to develop the field of pictorial representation, to the end that the publisher may be supplied and his client, the public, satisfied. Publisher and engraver are very closely related, and it is important that each should understand the other and his work, as the development of the possibilities of the future can only be crowned with success through their friendship and combined efforts.

The Campbell Printing Press & Mfg. Co. are sending out the best matter that I see addressed to printers. Its circulars are straight business talks, which generally make their points conclusive.

One of their circulars was printed in the form of a four-page folder about the size of a return postal card. The folder is made of good quality of cardboard, and the first page was left for a stamp and address. The folder goes through the mails for one cent and saves the cost of an envelope. On the address page was the catch-line: "Good Business Sense—Read It!" The following very excellent matter was printed on the other three pages:

#### WHICH ARE TO SURVIVE?

Those of you who wonder why the profit has gone out of printing, and sit idly by, immersed in old methods and machines, awaiting "better things"—or the other few who do not wonder, but seek the cause within their own establishments, and, finding it, root it out?

#### Which, we ask, will live?

They who wonder to no end or they who diligently search, discover and remedy?

There are many plants which paid handsomely in flush times and now turn their wheels to no advantage. Where is the reason of this? Is there not enough work to go round?

Yes, but the cost of production with such plants is far above the scale of to-day—yet all of you desire to survive—but how? is the question.

#### There are Three methods—

Live on less, reduce your business expenses, without impairing your earning capacity, produce more work with your present force.

The latter is, it seems to us, not only the most practicable remedy, but the most permanently beneficial, for if the spaces on your floor were provided with machines of from 20 to 50 per cent more earning capacity than those which you now have, would not the present as well as the future look bright to you, even at ruling prices?

#### No question about it!

The thought of changing in hard times may be unenjoyable, but hadn't you better spend your capital or use your credit to place yourself on a profitable basis at once, rather than to exhaust both in an endeavor to pull through as you are until flush times dawn again?

Even though you do pull through, of what avail will the facilities of yesterday be in the conflict of to-morrow?

We are convinced that machinery of increased earning capacity is the only solution of the problem which confronts you, and do not hesitate to say that in offering such a machine as the "Century" we stand absolutely alone in meeting the true requirements of the situation.

CAMPBELL PRINTING PRESS & MFG. CO.

1 Madison Avenue, New York,  
334 Dearborn St., Chicago.

\*\*

#### RETAIL ADVERTISING.

A representative of that bright advertising paper, *Brains*, thought an interview with the advertising manager of Rogers, Peet & Co. would be very interesting. Speaking of his experience in getting it, he says:

He ran against a snag. There is nothing, so far as the outside world is concerned, but Rogers, Peet & Co. No employee is allowed to get into print. To all intents and purposes there is no advertising manager, no business manager, no heads of departments, no floor-walkers, no clerks, no errand boys, no anything. It's all Rogers, Peet & Co.

Nobody having asked the opinion of the *Brains* man as to the wisdom of this scheme he will refrain from expressing it.

The Rogers, Peet & Co. clothing is everywhere. There is a good reason for this fact. Good advertising did it. Probably the firm would insist that good clothing had a lot to do with it, but this isn't an ad.

There are three New York stores, one at Prince Street and Broadway, one at Warren and Broadway, and one at Thirty-second street and Broadway. The first mentioned is the principal store, and a very handsome store it is, too. This firm thoroughly believes, with good reason, in its style of advertising. "We have tried other styles," they told the *Brains* man, "pretty nearly every style of modern advertising, but the style we now use, and have used for some years, is undoubtedly the best of all."

"Why?"

"Because it is distinctive, brief, right to the point, and sure to be seen and recognized."

"Do you believe in the hurrah, long adjective style advertising?"

"No; nothing but the plain facts, in the plainest, most straightforward language."

"Your style of advertising is, you think, the best here in New York. But if you were in the clothing business in some other city, some smaller place, for instance, would you use the same kind of ads?" asked the *Brains* man.

"Of course. Why not?" was the reply.

"But the conditions are different in different cities. In some the style of advertising is totally different from that in others. The cost of newspaper space varies, as does the amount used by the leading clothiers."

"A good ad will sell goods anywhere,"

was the reply, "and a good ad in New York is a good ad anywhere. And the good ad is the ad that, in the smallest possible space which clearness and attractiveness will permit, goes right to the point and tells the fact about the goods."

"You always use cuts in your ads," said the man of *Brains*, "but I have noticed that they do not always have a direct and apparent connection with the article advertised. Do you think they should?"

"It is not always practicable, in the advertising of a very large business. The mission of a cut is to attract attention to the ad. When it has done that it has completed its work. The ad must do the rest. The cut must, of course, be artistic and attractive."

"How about display headings?"

"The display heading is unnecessary in ads like ours. A display heading is to catch the eye. If you have a good cut, that does the work, and you don't need any other display."

"You believe in the one-idea ad, of course?"

"Certainly. One thing at a time, and not too much of that. A brief, terse, convincing little ad about one thing will be read and will bring people to the store, whereas a big, bumptious ad will either not be read at all, or will fail utterly to have the desired effect."

\*\*\*

I am told that the advertising of the Nebraska Clothing Co. of Omaha is exceedingly profitable, which proves, if it proves anything, that there is room for difference of opinion as to advertising methods. I reproduce a recent advertisement of the Nebraska Clothing Co., which I believe is a fair sample of all of them:

### Can't on Ohio.

A lawyer who lives in a town called Canton, in the State of Ohio, went out on his front porch the other morning to cool off after his breakfast. He hadn't ready to go down town yet, and as he sat there in his shirt sleeves, his feet incased in a pair of hit-and-miss carpet slippers which a local dealer had trusted him for till the 1st of the month, he looked the perfect picture of contentment. The morning was delightful, and as he knocked the tobacco out of his cornucob pipe preparatory to loading it again, he called his wife, mother and other assorted relatives out on the porch to help him inhale the pure air, there being more than he could inhale all alone. As they sat there inhaling, he discovered a column of figures marching up the road. He was surprised. As they came nearer he noticed also a number of carriages and heard a band playing on their free silver horns that good old hymn, "We have come to play in *your yard*." Pretty soon they came to his front gate, which was somewhat out of plumb since his two nieces came vacating, and then they walked right in. Mr. McKinley's wife, the lawyer's name being McKinley, shooed her chickens around to the back of the house and asked a man from Cleveland to get off her flower bed, as she was raising posies to take to the next fair to be held at Oberlin. Then a man got out of a hack which belonged to the livery stable, and walked up to the lawyer and says, "You're name's McKinley, I believe," and being assured that he had found the man he was looking for, he says, "My name's Hanna,

and, Mr. McKinley, this is my friend Thurston from Omaha," and then he introduced a lot of more men to Mc. and then Thurston from Omaha got up on a chicken coop which Mc. had made during his evenings at home, and says, "Mc., we've come to tell you that you were nominated for president of the United States by the Republicans at St. Louis." Mc. turned white, and the women screamed, and McKinley's mother said, "There, I knew something was going to happen," and then a little rooster in the coop under Thurston got up and crowed.

Then Mc. went into the house and put on a collar and his coat and came out and said: "You don't say so!" And Hanna and the rest of them all swore it was true, and McKinley says: "Well, if I've got to, I'll go; what day do we move?" and Mrs. McKinley says to her husband: "William, you'll have to dress up nice like Mr. Thurston." Just then Mr. Thurston took off his coat and threw it over his arm, and it had a label in the neck, "Nebraska Clothing Co., Omaha." He was wearing one of those \$7.00 blue cheviot suits that he bought of our Omaha store, and Mrs. McKinley said: "William, I told you to do your trading with those people when we were there last fall, for I knew that you could do better." "Never mind," said William, "I'll have more money by and by." "Well," said Mrs. McKinley, "if \$7.00 suits are good enough for Thurston, they're good enough for you and you'll wear 'em." So we would advise our friends in Omaha and Kansas City to hustle up and get their suits for the Fourth before we have to send them all away. You can tell just what to estimate on in any other State, but you can't on Ohio. Do you grasp the seven dollar situation? We're open till 9 p. m. to-night to illustrate it.

NEBRASKA CLOTHING CO.,  
1113 AND 1115 MAIN ST.

I don't know the entire situation, but I will venture to say that the Nebraska Clothing Company's store is well managed, and that in it good clothes are sold at reasonable prices. No success can be built on any other basis than this. And some degree of success will be achieved by such a store with almost any kind of advertising.

I am inclined to think that most of the store's success is due to good management and good goods rather than to the advertising it has been doing. I don't believe that this sort of advertising is good. Maybe it is—but I don't believe it. I am reasonably certain that one-quarter of the space could be made to sell more goods. Maybe not—but that is what I believe. And if it was my clothing store. I certainly wouldn't use the twenty-two inches of space which this ad occupies to tell people about my \$7 suits, and then not tell them anything about the \$7 suits.

The ad really merely conveys the information that the Nebraska Clothing Company sells blue cheviot suits at \$7. It doesn't tell how good or how bad the suits are. I suppose every

other clothing store in Omaha has cheviot suits at \$7 or thereabouts. Maybe it is impossible to say very much about a \$7 suit of clothes. Maybe this is the excuse for filling about a column of valuable newspaper space with nonsense that is not so very funny, and that certainly has no bearing on the Nebraska Clothing Company's business.

\* \*

### READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

*For a Grocer.*

### A

### Splendid Assortment

of Canned Goods, Fancy and Staple Groceries, as well as high-grade but reasonably priced Table Delicacies, may always be found at our store.

The volume of our business enables us to carry a complete stock always, and to sell at prices which yield very little profit on each sale, but in the aggregate make a very respectable showing.

Some Of THESE FIGURES Are:

25 bars Star Soap.....	\$1.00
28 bars White Petroleum Soap.....	1.00
Molasses, per gallon.....	.25
Hand Picked Pea Beans, per quart.....	.08
Pea Beans, per bushel.....	1.85

*For Baby Carriages.*

### Easy Rests the Baby

if wheeled in one of our Coaches. They're selected for Comfort as well as Style and Durability. We've sold hundreds this season, and all are giving most perfect satisfaction.

To close out the balance we have reduced them in price from 20 to 33½ per cent. You couldn't buy them for less than this if you bought direct from the factory.

It's a great chance.

*For a Jeweler.*

### Sterling Merit

is not a misnomer when applied to our SILVER NOVELTIES. They are all the latest designs, and newest articles, and all best sterling silver. We have several hundred different articles. The pretty silver deposit ware consisting of cold cream jars, Lavender salts and cologne bottles being among them. Come and look these pretty things over, we are always glad to show them.

### Cut Glass

is always in demand. We have a nice assortment of vases, plates, bon bon dishes, wine sets, etc. All at very reasonable prices.

*For a Shoe Dealer—(By O. L. Pitts).*

### Think Twice AND ACT ONCE



Is one of the proverbs from which time has detracted none of its truthfulness. "Look elsewhere before you buy," would be an up-to-date application of the old saying. That is what we advise you to do; for our suggestions, like our business methods, are strictly up to date.

What our competitors say is one side of the story, the other side—our side—is corroborated by thousands of pairs of shoes in our store, each well made, well finished, and sold at a price that only a thorough acquaintance with the best markets on the continent could enable us to give you. Honest value has brought our business up to its present size. We would be foolish to try any other way now.

### Dead Easy

Is the only expression that correctly explains the fit of our shoes. We are not content with giving you a perfect fit however. We add to this, finish, durability and style. Then by giving you full shoe-value for the amount of money left with us we feel that we have gained a steady customer.

We've lots of shoes in our store that will not fit you—we'll sell you the other kind. Farther than this you are at liberty to exercise your own judgment. You can buy patent leathers for the farm or coarse shoes for the ball room—that's your privilege. We insist on fitting—nothing more, except of course, giving you just a little more for your money than you can buy elsewhere.

### Shoe Talk.



Ours is the plain kind.

No long arguments are necessary to turn our goods into cash. With us, solid leather means solid leather—no more, no less. Two Dollars per pair means Two Dollars of good honest shoe leather.

Did you ever notice that a man who talks a great deal nearly always side tracks from the truth? An honest statement needs no explanation—misrepresentation knows no place as regards our dealing with a customer.

Maybe we are talking to one now. If we are, you will bear us out in our assertion—if you are not, suppose you give us an opportunity to prove the truthfulness of this statement as well as saving you money on your next shoe purchase.

### Nearly two-thirds

of your life is spent in your shoes. They can't look too nice; they can't fit too well; they CAN cost too much. Buy in the cheapest market—that's the way we do. If this is a good rule to go by (and we know no better) in buying five thousand pairs of shoes, is it not a point for you to remember in buying one pair? Spare your feelings the disagreeable task of looking at a pair of ill-fitting shoes; spare your feet the pain in wearing them; spare your pocket-book the humiliation in knowing that you robbed it. Our shoes look well, fit well, wear well—this is the least we could possibly say about them.

Come in and see them—our prices will do the rest.



No Mushroom Growth, but  
the Accumulation of Years.

THE ADVERTISING MEDIUM  
OF KANSAS.



# Topeka Capital

Circulation for May, 1896.

I, Dell Keizer, Business Manager of THE TOPEKA DAILY CAPITAL, do solemnly swear that the actual number of copies of THE TOPEKA DAILY CAPITAL printed, sold and circulated in May, 1896, was as follows:

DAVS	COPIES	DAVS	COPIES	DAVS	COPIES
1	9,700	11	Monday	22	9,600
2	9,700	12	9,500	23	9,600
3	11,150	13	9,550	24	11,000
4	Monday	14	9,500	25	Monday
		15	9,500	26	9,900
5	9,650	16	9,500	27	9,900
6	9,650	17	11,000	28	11,400
7	9,650	18	Monday	29	11,600
8	9,700	19	9,900	30	11,200
9	9,800	20	9,600	31	12,500
10	11,350	21	9,500		

Total for the month, . . . 274,850

Daily average, May, 1896, . . . 10,180

Sunday average, May, 1896, . . . 11,400

Daily average for year 1895, . . . 9,163

Sunday average for year 1895, . . . 10,549

DELL KEIZER,  
Business Manager.

Subscribed and sworn to before me,  
this 2d day of June, 1896.

E. M. COCKRELL, Clerk Dist. Court.

## Semi-Weekly Capital

Average, 1895, 15,203 each part.

THE SEMI-WEEKLY CAPITAL is the leading farm and family newspaper of Kansas. It is read by the best class of farmers and circulates in every county in the State, reaching over 1,200 post-offices, 95 per cent within the borders of Kansas. Rates low and rigidly enforced.



—THE—  
**LEADING PAPER:**

**The San Francisco  
CHRONICLE**

M. H. DE YOUNG, Proprietor.

Largest circulation of any newspaper  
published west of Chicago.

**DAILY.....**  
**OVER 68,000**  
**SUNDAY...**  
**OVER 75,000**

Eastern Office, 213 Temple Court.  
CHAS. J. BROOKS, Eastern Manager.

# THE EVENING WISCONSIN MILWAUKEE.

---

No Newspaper in the State has so

## LARGE CIRCULATION

Nor so high character circulation as this paper can boast. It is the only paper in the State that prints its

## SWORN CIRCULATION

From day to day.

---

C. H. EDDY, Representative, 10 Spruce St., New York.

**Always Progressive  
And Up to Date.....**

# **The Kansas City World**

In order to keep up with their increasing circulation, have ordered four new Mergenthaler Type-setting Machines and a new Three-deck Goss Press.

The World Newspaper Company has also been reorganized, Mr. Hal. K. Taylor retiring, and Judge L. W. King, of Ohio, elected President.

The present policy and management of the paper will remain unchanged.

As heretofore, the Kansas City World will ever be found in the forefront of Western publications.

**Daily Circulation - Exceeding 25,000  
Sunday, - - - " 30,000**

**L. V. ASHBAUGH,**  
Business Manager.

**A. FRANK RICHARDSON,**

Tribune Building, - - New York.  
Chamber of Commerce, Chicago.  
Red Lion Court, Fleet St., London.



## KEEP YOUR HANDS OFF

the ordinary toilet soap & like-  
wise keep soap off your hands

## CUTELIX

will do what you have heretofore used soap for, and in such a thorough, pleasant, positive way that you will see at once that soap is but a makeshift. ☺ ☺ ☺ ☺ ☺ ☺

CUTELIX CO., 253 Broadway, N. Y.





## In Chicago

all is hustle and life—the merchants are up to date and advertise largely and steadily in the

## Street Cars

because it pays. We control the entire North and West Side systems, the best in Chicago.

---

GEO. KISSAM & CO.  
87 & 89 Washington St., Chicago.





## • BUSINESS MEN. •

are interested in

keeping their hands soft and the skin healthy. Those who keep a bottle of



on the office wash-stand have no trouble with hard, rough or chapped skin. • • • • • •

### CUTELIX CO.

253 BROADWAY

NEW YORK



## • BITES •

are painful things, even if made by the smallest mosquitoes. The pain lasts till a drop of

## • CUTELIX •

is applied—then stops instantly. Any druggist will sell you a bottle for a quarter.

CUTELIX CO.,

253 Broadway,  
New York.

# *It is Strange*

that some people state they never read the cards in *Street Cars*—yet on any of the advertisements therein displayed being mentioned they display a familiarity with them that is surprising. Well, if a pronounced unbeliever sees them what do the daily millions do who are not unbelievers?

Yes, it's a good medium and constantly growing more popular.



**GEO. KISSAM & CO.,  
253 Broadway, N. Y.**

The largest advertising office on a single floor in the world.

Sixteen fully equipped branch offices in principal cities.

The best appearing cars anywhere.

The most perfect system.

The greatest business in



# Street Car Advertising

The finest "L" road advertising—(there are no others).

Continuous patrons of years' standing.

Street car advertising of *The Kind that Pays.*



**GEO. KISSAM & CO.**

*253 Broadway, New York.*

Whenever we do advertising for any one we consider him entitled to our best services.

If he suggests using a paper which we know to be not the best for his purpose, we say so and give our reasons.

We often expend a good deal of time for very small advertisers, much more than the profits on their patronage would warrant, but as they trust to us what they have to disburse, and influence in our direction the patronage of their friends and acquaintances, we are content.

We work on the principle that the more service we secure our customer for the money expended, the larger will the next contract be that he makes with us.

If you want any advertising done write to

THE GEO. P. ROWELL ADVERTISING CO.,  
10 Spruce St., New York.

Established 1865.